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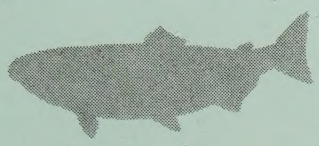

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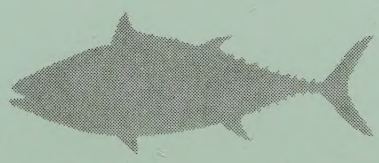
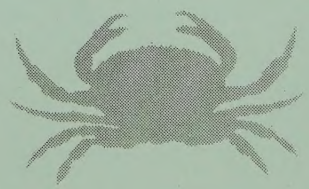
THE MARKET FOR SEAFOOD IN THE UNITED KINGDOM

by

Charlotte L. Miller





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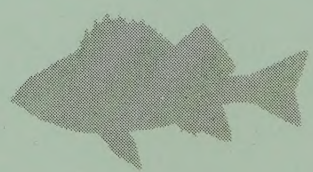

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THE MARKET FOR SEAFOOD IN THE UNITED KINGDOM

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ADMINISTRATIVE REPORT SWR-86-8

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Summary

The United Kingdom is the third leading importer of seafood in western Europe. Approximately one-third of all fresh and frozen seafood and almost all canned fish consumed in the U.K. is imported. Since British tastes favor traditional species, cod is the predominant species imported.

Seafood imports have been growing steadily. This is due to an increase in consumption in recent years and to a steady decline in overall domestic fisheries production. These trends should continue and the U.K. will be importing even more seafood in the future.

Sales of frozen seafood have been growing steadily in recent years while those of fresh seafood have been declining. The increase in frozen food consumption is due largely to the increasing popularity of convenience food such as ready-prepared meals, fish in sauces, and battered fish products.

U.S. exports of seafood products have been declining since 1983. This has been due largely to the strength of the dollar against the British pound. The recent decline of the dollar should result in increased opportunity for exporting seafood to the United Kingdom.

Canned salmon has been, by far, the most important U.S. seafood export, but market share is threatened by increased competition. Alaska pollock and Pacific cod, as well as other groundfish, offer the best prospects for increasing U.S. exports. With a trend toward convenience food, opportunities also may exist for prepared main dishes as well as other convenience food products which utilize low-valued species of fish and shellfish.

The success of U.S. exporters will depend on their ability to overcome the disadvantages of relatively high tariff rates, a value added tax, and the reference price system, which provides for minimum import prices on certain species.

I. Demand

In 1984, annual per capita seafood consumption in the United Kingdom was 8.0 kg (17.6 lbs.) (Agra Europe, 1985), compared to 6.2 kg (13.6 lbs.) for the United States (NMFS, 1985). Based upon this figure and the 1984 population of the U.K., apparent consumption for 1984 was 449,000 metric tons (mt). Seafood consumption has been on the increase as a result of private industry and government promotions and the growing perception of seafood as a health food (FAO, 1985a).

The British market for seafood can best be described as conservative. Preferences clearly favor whitefish which accounts for 85 percent of total seafood consumption. Cod is the staple species, but Britons also favor haddock, plaice, saithe, and hake. A recent survey showed that cod is served in 72 percent of households, haddock in 60 percent, and plaice in 49 percent. Other species of fish account for 9 percent of total seafood consumption. The more popular species are salmon, pilchards, tuna, sardines, and mackerel (BBH Corporation, 1985).

The average British household consumes slightly over 9.5 kg (21 lbs.) of fish annually. By product form, frozen fish makes up 46 percent of household fish purchases, fresh fish 38 percent, and canned fish 12 percent. Eighty percent of institutional purchases are in the frozen form (BBH Corporation, 1985).

Frozen fish consumption in the United Kingdom rose by 39 percent from 1978 to 1984 largely as a result of the increasing popularity of convenience food. Thus, the fastest growing sector is the processed frozen fish market (MAP, 1985).

Table 1 shows product segmentation of the processed frozen fish market by value of sales in 1984. Prepared fish dishes and fish in sauces, which appeal to the upwardly mobile consumer, are showing particularly strong growth (MAP, 1985). In 1984, these products accounted for 15.8 percent of this market. Sales of specialty fish, such as salmon and trout, increased by as much as 120 percent by value from 1981 to 1985 (FAO, 1985b). In 1984, this product category represented 10.3 percent of the frozen processed fish market.

Table 1. Product segmentation of the processed frozen fish market, 1984

	% Based on Value
Frozen Fillets	28.8
Fish Fingers	21.3
Battered Fish Products	14.3
Specialty Fish	10.3
Fish in Sauce	9.5
Prepared Dishes	6.3
Natural/Breaded Steaks	5.8
Fish Cakes	3.8

Source: MAP, 1985

Fish fingers and fishcakes represented approximately 25 percent of the market, but have been declining in popularity. These products typically have been purchased by young housewives with children. Reports indicate that they are shifting demand to battered fish products which accounted for 14.3 percent of the market in 1984. Fish fillets, the single largest category, made up almost 29 percent of the processed frozen fish market. Trends in sales were not reported which may indicate that they are relatively stable.

Frozen whole fish is consumed predominantly in the southeast United Kingdom. It is a traditional product form and is purchased more often by consumers in the older (+45 years) age groups (MAP, 1985).

Fresh fish consumption declined by 5.5 percent in 1984. This downward trend is expected to continue as prices rise in response to declining production by the British fleet (MAP, 1985).

Cod, haddock, and plaice are the most important species in the fresh fish market (Table 2). A large number of other species are consumed but in smaller quantities. Fillets are the most popular product form, accounting for 73 percent of the value and 69 percent of the volume of fresh fish sales (Table 3).

Table 2. Consumption of fresh fish by species, 1984

	% Based on Value	% Based on Volume
Cod	23	22
Haddock	21	20
Plaice	11	10
Saithe	4	7
Herring	2	4
Mackerel	1	2
Others	38	35

Source: MAP, 1985

The British are avid consumers of canned fish. As stated earlier, 12 percent of fish consumed at home is canned. Still, only 3 percent of food service or institutional fish sales are canned products (BBH Corporation, 1985). In 1985, consumption of canned fish rose 3 percent over 1984. On the basis of volume, tuna accounted for 22 percent of the market share, pilchard 22 percent, sockeye salmon 19 percent, trout 13 percent and sardines 12 percent. The remaining 6 percent was made up of other species (Suisan Tsushin, 1986).

Table 3. Sales of fresh fish by type of product, 1984

	% Based on Value	% Based on Volume
Fillets	73	69
Whole	15	20
Steaks/Portions	9	8
Others	3	3

Source: MAP, 1985

Statistics on consumption of cured fish are not available. It is reported, however, that preferences are for European species and the bulk of the market is supplied from domestic sources (Infofish Trade News, 1986).

Shellfish accounts for only 6 percent of total seafood consumption. As with specialty fish discussed earlier, demand for specialty shellfish, such as prawns, crab, and lobster, also is increasing (MAP, 1985).

Until very recently, the U.K. fishing industry had no sustained promotional program. As a result, seafoods have had stiff competition from lower priced poultry. Furthermore, the younger generations know little about seafood with possible exceptions of fish sticks and battered portions. In an effort to correct these conditions, the Sea Fish Industry Authority and the British government are sponsoring a program to improve seafood markets in the United Kingdom. The program has two major goals: 1) to increase consumption of seafood by educating consumers about its health benefits and the different products available, and 2) to increase the value of seafood through improved quality and development of new products and new markets, especially for underutilized species (Anon., 1985a; Anon., 1985b). Although this program is targeted on species produced in the European Economic Community, it could have a positive effect on the import market as well by increasing overall demand for seafood. In addition, if the program is successful in getting the traditionally conservative British consumer to accept new species, then the market for new imported seafood products could be developed further.

II. Supply

A. Domestic

According to statistics prepared by the Organization for Economic Cooperation and Development (OECD, 1982, 1985), fisheries production in the U.K. is declining. As the U.K. is a member of the European Economic Community (EEC), catch quotas for the British fishing industry are set by the EEC Central Authority. These restriction, and catch limits placed on the British fleet in waters controlled by Iceland, Norway, the U.S.S.R., the Faroe Islands, and Canada, have had significant impacts on the U.K. fishing industry.

The sector most affected by the new policies was the distant-water groundfish fleet which experienced declines in production due to restricted access to traditional fishing areas. Production of cod, traditionally caught off Iceland and Canada, was reduced by over 50 percent from 212,545 mt in 1976 to 103,475 mt in 1980. Haddock production, primarily a North Sea fishery, declined by about 37 percent during the 1976-80 period. There were slight increases in production of whiting and a few minor species, so that overall groundfish production decreased 33 percent from 1976 to 1980 (U.S. Department of Commerce, 1983). Since this time, landings of haddock and saithe have increased, while those of other groundfish species have remained stable or declined. Production of cod, which was stable at roughly 115,000 mt from 1981 through 1983, fell to approximately 91,000 mt in 1984 (FAO, 1985c).

In contrast to groundfish, production of pelagic species increased significantly from 1976 to 1979 despite a complete ban on herring fishing in the North Sea. Prior to 1977, large quantities were caught off southwest England by Soviet bloc nations, but when the U.K. established a 200-mile fishery conservation zone, these foreign fleets were banned from further fishing. Domestic fleets then began fishing more heavily for mackerel as an alternative to depressed stocks of herring and cod. As a result, mackerel production in 1979 was 3.1 times its 1976 level (U.S. Department of Commerce, 1983). Landings of mackerel peaked in 1980 and declined over the period 1981-1983, but rose again in 1984 (FAO, 1985d). Despite this increase in production, there is now some worry about conditions of mackerel stocks and a ban on the North Sea fishery is being considered (Anon., 1984).

Salmon culture in the United Kingdom is developing at a fast rate. Production rose from 520 mt in 1979 to 4,000 mt in 1984. There are at least 126 sites, all located in Scotland, which are operated by 67 companies. More entries in the industry are expected (Anon., 1985c).

According to statistics prepared by the Food and Agricultural Organization of the United Nations (FAO), shellfish production has remained stable. Principal species harvested are crabs, whelks, periwinkles, oysters, scallops, and cockles.

The future of the British fishing industry depends upon its success in negotiating quotas with the EEC Central Authority, the enforcement of conservation measures to maintain stocks, and its success in gaining access to waters of countries outside the EEC. Recently, the U.K. has been successful in negotiating larger EEC quotas. With the exception of mackerel, all 1985 quotas were slightly higher than 1983 and 1984 levels (Infofish Trade News, 1985).

B. Imports

1. General Trends

Seafood imports declined from 1980 through 1982, but then rose in 1983 and 1984 (Table 4). In 1983, 348 mt of seafood were imported, a 6.7 percent increase over 1982. In 1984, imports rose by 4.0 percent to 362 mt. At this level, the United Kingdom ranked third in volume of seafood imports among western European nations, behind West Germany and France (Infofish Marketing Digest, 1985).

Table 4. United Kingdom imports by major fishery commodity, 1980-84.
(Quantity (Q) = 1,000 mt, Value (V) = Million US$)

	1980		1981		1982		1983		1984	
	Q	V	Q	V	Q	V	Q	V	Q	V
Fish:	305	642	307	685	290	538	308	564	319	536
Fresh, chilled	120	133	97	116	93	93	99	90	102	91
Frozen	38	70	40	75	40	65	44	62	46	59
Frozen fillets	80	199	81	185	89	191	79	155	79	143
Cured	3	7	3	8	3	5	3	5	3	5
Prepared/ Preserved	64	233	86	301	65	184	83	252	89	238
Shellfish:	34	158	30	156	36	170	40	199	43	182
Fresh, Frozen, Cured	19	67	16	71	19	79	21	89	24	91
Prepared/ Preserved	15	91	14	85	17	91	19	110	19	91
Total Seafood Imports	339	800	337	841	326	708	348	763	362	718

Sources: Fish Products, 1980-82 - OECD, 1982,1984
Shellfish, 1980-82 - FAO, 1984
1983-85 data - Sea Fish Industry Authority

Fish imports accounted for well over 80 percent of seafood imports from 1980 to 1984. Roughly a third of that was imported fresh. Frozen fillets accounted for about 25 percent of fish imports.

Prepared and preserved fish was the other major category and consists primarily of canned fish. Approximately 95 percent of the canned fish consumed in the U.K. is imported. Major suppliers are Japan, the U.S. , Canada, Denmark, and Fiji (Suisan Tsushin, 1986). The sharp decline in imports which occurred in 1982 was a result of a botulism incident. By 1983, however, the market had recovered (FAO, 1985e). Production by the British canning industry has been growing rapidly in recent years; showing a 24 percent growth in 1985 (Suisan Tsushin, 1986). If this trend continues, the U.K. could become less dependent upon imports for its supply of canned fish.

By volume, shellfish represented only 9 to 12 percent of total seafood imports during 1980-84. However, it accounted for 19 to 26 percent of the total value of seafood imports over that same time period.

Table 5 lists the more important species imported under each category. The table lists all species which showed imports over 1,000 mt in either 1983 or 1984.

Clearly, cod has been the predominant species. In 1984, it accounted for 37.4 percent of fresh imports, 40.1 percent of frozen whole fish imports, and 76.1 percent of frozen fillet imports. Other important species of groundfish are plaice, haddock, and saithe.

Mackerel and herring were the major pelagic species. Both have been imported primarily as fresh fish.

In terms of value, salmon was the leading species under the frozen whole fish category. In 1984, it represented 36.3 percent of all imports under this category. Salmon accounted for 41.7 percent, by value, of prepared/preserved fish imported into the U.K. in 1984. However, in terms of volume, tuna led salmon in 1984. Regarding the prepared/preserved fish market, it should be noted that the U.S.S.R. rapidly is becoming a more important supplier of canned salmon (FAO, 1985F).

Two species of special interest are dogfish and Alaska pollock. Dogfish imports, of which the U.S. is the second most important supplier, appear to be increasing. Sea Fish Industry Authority (SFIA) statistics show that in the first nine months of 1985, over 3,000 mt were imported which exceeds total imports for 1984. Alaska pollock imports are also on the rise. In the first nine months of 1985, almost 2,000 mt had been imported, a sharp increase over 1984 levels.

2. U.S. Exports of Seafood to the U.K.

The U.S. is not a major supplier of seafood to the United Kingdom. Exceptions to this are canned and fresh and frozen salmon. In 1985, canned salmon exports, mostly pink and sockeye, totaled 8,785 mt, and represented 70.0 percent of all U.S. exports to the United Kingdom (Table 6). Exports of fresh and frozen salmon, mainly chum, totaled 1,899 mt or 15.1 percent of all exports. The next largest category was frozen squid with only 341 mt.

Following a 44.1 percent increase from 1982-83, the volume of U.S. seafood exports to the U.K. has been declining. The 1985 level of exports was 17.1 percent lower than that recorded in 1983. Most of the changes can be attributed to canned and fresh and frozen salmon. The large increase in canned salmon exports which occurred in 1983 was due to recovery of the market from the botulism scare mentioned earlier.

Table 5. United Kingdom imports of seafood products by major species, 1983-84.
(Quantity (Q) = MT, Value (V) = Thousand $)

Fish	1983 Q	1983 V	1984 Q	1984 V
Fresh & Chilled	98,592	89,974	102,094	90,637
Cod	27,026	25,019	38,164	30,686
Mackerel	26,432	5,579	18,344	3,124
Plaice	17,062	18,418	14,701	13,836
Herring	7,418	2,828	6,512	2,237
Haddock	7,124	6,054	7,832	6,234
Dogfish	2,050	2,388	2,464	1,575
Salmon	1,373	7,521	1,467	8,675
Whiting	468	391	1,121	486
Other	9,639	21,776	11,489	23,784
Frozen, Whole	43,960	62,351	46,278	58,995
Cod	15,124	14,325	18,579	14,060
Salmon	5,841	21,914	5,104	21,396
Herring	4,486	2,981	3,243	1,846
Haddock	1,660	1,467	1,447	1,091
Mackerel	1,532	646	2,161	880
Plaice	1,275	1,107	1,033	823
Dogfish	1,248	1,514	915	1,138
Alaska Pollock	131	16	17	17
Other	12,663	18,381	13,779	17,744
Frozen Fillets	79,182	154,752	78,850	142,741
Cod	53,615	114,531	59,984	114,820
Haddock	7,965	17,040	4,620	9,194
Saithe	5,166	5,737	5,616	5,253
Plaice	3,548	5,382	3,188	7,892
Herring	3,480	3,048	2,830	1,927
Other	5,408	9,014	2,612	3,655
Cured	2,551	4,840	2,751	5,421
Herring	422	319	256	224
Salmon	29	291	68	390
Other	2,100	4,230	2,427	4,807
Prepared, Preserved	82,860	252,209	88,584	238,465
Salmon	25,731	126,147	21,468	99,493
Tuna	16,912	48,031	23,050	60,455
Pilchards	10,891	10,431	12,682	12,550
Sardines	9,841	13,853	10,980	13,907
Fillets/Batter or Breadcrumbs	2,356	6,828	4,218	10,102
Mackerel	2,049	3,369	1,923	3,396
Herring	1,023	2,341	1,129	2,320
Other	17,129	46,919	16,186	41,958
Shellfish				
Fresh, Frozen, Cured	20,535	88,788	24,408	91,277
Prawns (Pandalidae)	5,752	24,622	5,061	17,849
Unspecified Prawns & Shrimp	4,349	29,308	8,194	43,234
Mussels	1,498	1,775	1,781	1,679
Squid	579	922	1,010	1,406
Lobster	176	1,625	289	2,477
Oyster	174	425	145	337
Other	8,007	30,111	7,928	24,295
Prepared, Preserved	18,649	109,510	18,564	90,609
Canned Shrimp/Prawns	1,320	5,341	1,011	3,641
Crab	1,299	8,447	1,280	8,756
Other Crustaceans	14,804	93,142	14,524	74,614
Mollusks	1,226	2,580	1,749	3,598

Exchange rates used in conversions: 1983: £=151.7 U.S. Cents, 1984: £=133.6 U.S. Cents
Source: Sea Fish Industry Authority

Table 6. U.S. exports of seafood products to the United Kingdom, 1982-85.
(Quantity (Q) = MT, Value (V) = 1000 $)

	1982		1983		1984		1985	
	Q	V	Q	V	Q	V	Q	V
Eels, Live	0	0	0	0	1	2	3	10
Finfish, Whole or Eviscerated Fresh, Chilled, Frozen								
Eels	0	0	0	0	11	6	0	0
Herring	103	141	65	75	56	75	32	40
Mullet	30	134	105	65	49	60	16	21
Sablefish	0	0	0	0	0	0	5	3
Pollock	1	1	0	0	8	40	305	474
Other Fish	497	889	276	560	605	1,324	476	1,069
Salmon	2,905	9,469	3,195	8,548	2,473	7,888	1,899	6,241
Chinook	36	158	12	50	9	83	11	41
Chum	1,069	3,692	1,500	4,283	1,522	4,799	1,156	3,730
Pink	286	779	243	564	219	540	180	430
Sockeye	141	688	109	573	86	488	11	32
Unspecified	1,373	4,152	1,331	3,078	637	1,978	541	2,008
Fillets, Steaks, Portions								
Salmon	36	147	28	169	31	118	14	44
Other	801	1,141	603	1,107	349	739	531	1,071
Fish Sticks & Portions, Breaded or Battered	324	542	13	38	1	2	1	1
Canned Fish								
Salmon	5,080	20,798	10,057	43,771	10,659	43,094	8,785	36,600
Chum	309	727	491	1,246	481	1,215	235	628
Pink	2,370	7,610	3,402	12,143	4,199	13,669	3,127	9,835
Sockeye	2,326	12,200	5,523	27,888	5,682	27,054	5,109	24,671
Unspecified	75	261	641	2,494	297	1,156	314	1,466
Sardines in Tomato Sauce	4	4	215	196	111	61	0	0
Other Fish	19	64	74	115	22	26	16	92
Finfish in Air-tight Containers	43	48	68	141	1	3	14	24
Finfish, Dried, Salted, Smoked	1	1	1	2	0	0	3	21
Fish Roe								
Salmon	1	3	1	3	0	0	0	0
Other	2	107	5	212	10	281	6	132
Fish Balls, Cakes, Puddings	1	2	76	138	5	17	2	7
Shellfish, Fresh or Frozen								
Shrimp frozen	70	353	73	352	51	342	32	246
King crab, frozen	26	206	7	130	5	89	12	123
Snow crab, frozen	14	79	10	16	1	2	0	0
Squid, frozen	323	479	113	190	124	251	341	508
Other shellfish, fresh or frozen	52	289	67	380	49	246	46	206
Shellfish, Fresh or Frozen Packaged								
Shrimp, fresh packaged	0	0	0	0	1	1	0	0
Other	37	74	0	0	3	36	0	0

Table 6. (Cont'd)

	1982		1983		1984		1985	
	Q	V	Q	V	Q	V	Q	V
Canned Shellfish								
Shrimp	134	722	87	520	1	8	1	2
Squid	0	0	0	0	31	20	0	0
Other	6	15	3	13	0	0	0	0
Shellfish, cured	0	0	1	5	2	9	10	18
Total Seafood Products	10,510	35,708	15,143	56,746	14,659	54,738	12,547	47,149

Source: U.S. Department of Commerce, Bureau of the Census

Several trends of particular interest to west coast exporters should be pointed out. Sablefish apparently was exported for the first time in 1985. Also, pollock exports rose from 8 mt in 1984 to 304 mt in 1985. In the first three months of 1986, 94 mt of pollock has been exported compared to 7 mt during the same period in 1985; thus U.S. exports of this species may be beginning a significant increase. Finally, exports of breaded or battered fish fell dramatically in the period 1983 to 1985. This could be attributed to the declining consumption of fish sticks in the United Kingdom.

III. Distribution

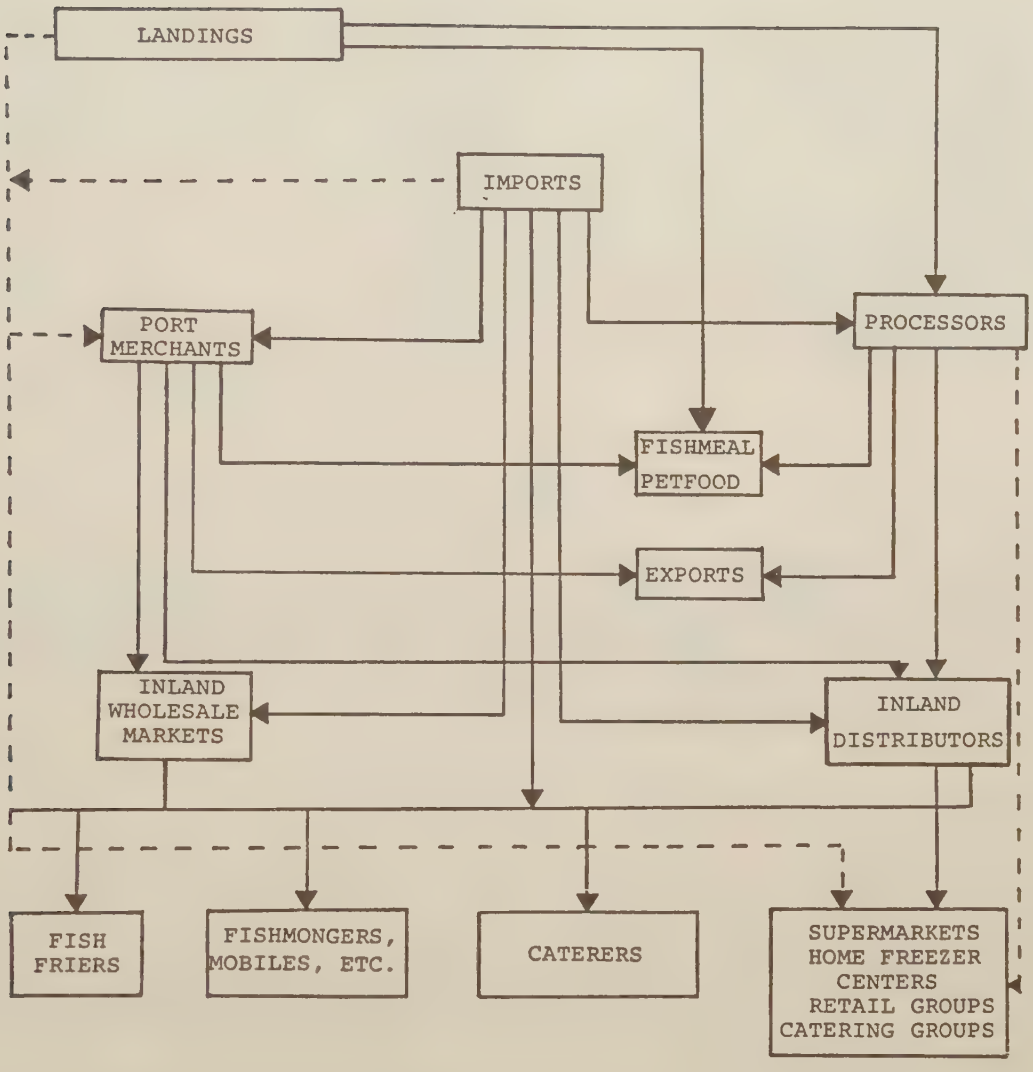
United Kingdom fishermen are organized into producer organizations and are required to sell their fish through the organizations or under the rules set by them. Producer organizations have the authority to set prices, grading and quality standards. Approximately 70 to 80 percent of U.K. production is sold through producer organizations (U.S. Department of Commerce, 1983).

Fish is landed in twelve principal ports (Figure 1). Upon being landed, fresh fish including direct foreign landings, is auctioned through a port merchant to inland wholesale markets, individual wholesalers, exporters, processors and meal producers (Figure 2). Frozen fish is purchased directly by processors or it is sold directly to large fish friers (fish & chips shops), frozen food wholesalers and retailers and to inland merchants. Packaged frozen products are distributed to supermarkets and home freezer centers directly from processors or through frozen food wholesalers (BBH Corporation, 1985).

Traditionally, the three major retail outlets for seafood have been fish friers, fishmongers, and institutional consumers and catering establishments. The trend toward frozen seafood, however, has resulted in declining importance of the fishmonger. Supermarkets now account for 40 percent of frozen seafood sales while home freezer centers account for 25 percent (BBH Corporation, 1985). Most smaller grocery stores also carry a variety of frozen seafood items. Table 7 shows the types and numbers of retail outlets handling seafood in the U.K. as of 1984.

Imports, many of which are in frozen form, follow basically the same distribution channels as domestic fish. Traditionally, imports have been landed at Hull. However, Great Yarmouth, which offers frozen container services, is handling greater amounts of seafood imports. Felixstowe and Ipswich are also major container ports for foreign goods (Librarian, British Consulate, Los Angeles, CA, pers. comm.).

Figure 1. Principal fishery ports and inland wholesale markets in the United Kingdom.



Source: BBH Corporation, 1985

Figure 2. Seafood distribution channels in the United Kingdom.

Table 7. Relative importance of seafood retail outlets in the United Kingdom as of 1984.

Type of Outlet	Number	% of Total
Independent Grocers	24,000	36
Voluntary Groups	15,700	24
Market Stalls	8,000	12
Multiple Grocers	7,600	11
Co-ops	4,800	7
Fishmongers	3,000	5
Freezer Centers	1,000	2
Discount Multiples	900	1
Variety Stores	800	1
Department Stores	300	1
Total	66,100	100

Source: MAP, 1985

Canned fish reaches retail outlets through wholesalers and local distributors. The British market is a "buyers label market" with importing companies distributing under their own labels which are strongly promoted. Traditionally, packers labels have not done well so it is advisable for potential exporters to place their products with an importer who has a well known brand (Van der Eerden, 1981).

IV. Trade Policy and Regulations

A. Trade Barriers

Fishery trade with the United Kingdom, as with all other EEC member states, is regulated by the Common Fishery Policy. One of the primary purposes of this policy is to protect the fishing industries of member nations from undue competition and market destabilizing forces and secure reasonable living standards for fishermen.

Protection from lower priced imports is provided through the reference price system. Reference prices function as minimum import prices and are calculated percentages of guide prices. Guide prices are determined for most species landed in the EEC by averaging prices received over the previous three years. If the import price of an item falls below its reference price, then intervention measures can be taken. These can include suspension of import of the product, restrictions on the basis of quality, presentation or end use, or a compensatory tax can be levied equal to the difference between the reference and import prices (U.S. Department of Commerce, 1983).

Guide and reference prices for 1986 are listed in Appendix IV. The prices for the following year are usually decided upon sometime in December by the European Economic Community Council. Copies of the prices can be obtained from the following office after January 1 of each year:

EEC Guide and Reference Prices
National Marine Fisheries Service
P.O. Box 1109
Gloucester, MA 01931-1109

The tariffs on most products available for export from the U.S. to the United Kingdom are substantial because of the United States' non-favored status. However, some exceptions do exist such as fresh and frozen salmon (2.0%) and freshwater eels (3.5%). In the area of fishery products, the U.S. faces competition from EEC member nations, which export to the U.K. on a duty-free basis, and from developing nations which are either exempt from duties or are subject to much lower tariffs. In addition, certain other countries, such as Norway, receive favorable tariff treatment. Appendix V contains a listing of the most current (effective December 9, 1985) duty rates for selected seafood items. Tariff rates change frequently, however, and should be confirmed prior to completing specific price negotiations. Exporters may obtain information about current duty rates from their importer or agent or by contacting the following agency:

HM Customs and Excise, ICA
Kent House, Upper Ground
London SE1, England

In addition to any import duty, a levy may be payable on imports of certain fishery products under the Sea Fish Industry Authority (Levy) Regulations 1982 Confirmatory Order. Details, including current rates of levy and exemptions, may be obtained from the following office:

Sea Fish Industry Authority
Sea Fisheries House
10 Young Street
Edinburgh EH2 4JQ, Scotland

In addition to tariffs, all products imported into the United Kingdom are subject to a value-added tax (V.A.T.). This tax is essentially a sales tax which is levied on the duty-paid value of goods. Because duties paid on U.S. goods are higher than goods from many other countries, the V.A.T. results in further loss of price competitiveness.

Beginning in 1981, the rising strength of the dollar against the British pound has had an adverse affect on the export of U.S. seafood products to the U.K. In 1981, the value of the British pound measured in U.S. cents was 202.42. By February 1985, the value had declined to 109.31. Since then, however, the U.S. dollar has been losing strength and, as of June 30, 1986, the value of the British pound stood at 152.88 U.S. cents. If this trend continues, U.S. products will be able to compete more favorably in the British market.

B. Trade Regulations

The government of the United Kingdom is in the process of updating regulations governing the sale of food products, including fishery products. The revised regulations form the Food Act of 1984. In addition to the Act, which provides the basic legislation, subordinate legislation under the Act covers the composition of food including additives and contaminants, labeling, treatments, processes, and hygienic quality.

The current food labeling regulations (Food Labeling Regulations 1980 and Part IV of the Labeling of Food Regulations 1970) will continue to be in force until July 1, 1986 when the new Food Labeling Regulations 1984 will come into effect. The new regulations update the provisions on claims and misleading descriptions, and revise controls on additives and vitamins.

Under current regulations, all prepackaged food intended for retail sale must be labeled with its common or usual name, if one exists, or with an appropriate designation apprising the buyer of the actual nature of the food. Non-prepackaged foods and foods containing two or more ingredients also must display a ticket or label indicating to the purchaser what the food contains. Specific names have been established for use on labels of prepackaged or non-prepackaged fish. Labels of prepackaged foods must also show the name of a responsible person, such as the packer or labeler, or the name of the person on whose behalf the food was labeled and packed. Most prepackaged foods must carry a complete list of ingredients, including additives, in descending order of importance by weight. Specific regulations determine how and in what manner the required information is to be displayed on the label so that it will be easily seen by the purchaser. A free booklet entitled "Look at the Label", which explains the details of labeling requirements and includes a full list of additives used in the United Kingdom, may be obtained from the following office:

Ministry of Agriculture
Fisheries and Food (Publications)
Lion House, Willowburn Trading Estate
Alnwick, Northumberland NE66 2PF, England

Regarding food contaminants, the Lead in Food Regulations 1979 contain limits for lead in certain specified foods to which the general maximum limit of 1 mg/kg does not apply. Limits applying to fish are as follows:

Canned fish	1.0 mg/kg(1)
Dried fish	3.0 mg/kg
Shellfish	10.0 mg/kg
Fish not otherwise specified	2.0 mg/kg

1) Limits were reduced from 2 to 1 mg/kg effective on December 31, 1985. Food canned prior to this date which complies with the 2.0 mg/kg limit will be allowed for sale for a period of two years until December 31, 1987.

At present, there is no statutory limit controlling the level of mercury in foods. However, food containing levels of mercury unacceptable in the country of origin is not acceptable for import into the United Kingdom. Recommended levels of other heavy metals have been established. Some of these include:

Tin, in canned food	250 ppm
Copper	20 ppm
Zinc	50 ppm

The Arsenic in Food Regulations 1959, as amended, set a limit of 1.0 mg/kg for arsenic in fish and shellfish, with a provision for exemption where the arsenic is naturally present in fish. These regulations are currently being reviewed.

Unless otherwise subject to or exempted by specific regulations, all imports of food into the United Kingdom are subject to the Imported Food Regulations of the Ministry of Agriculture, Fisheries and Food. Broadly, these regulations require that all food entering the U.K. be sound, wholesome and fit for human consumption. The Imported Food Regulations of the Ministry of Agriculture, Fisheries and Food of 1868 and 1973 have been consolidated into one document, the Imported Food Regulations of 1984. Imported food which is prepackaged and intended for immediate retail sale to the consumer must comply with the current food labeling regulations as well as those which regulate the composition and advertising of food.

Under the Imported Food Regulations, all imported seafood must comply with public health regulations. A health certificate should be obtained from the National Marine Fisheries Service for all fishery products exports to the U.K. In order to insure the quickest possible clearance for shipments, it is suggested that the following information be provided with each consignment:

* Species of fish/shellfish
* If fresh, when and where it was caught
* Nature of any processing (including any preservatives used, flavorings, coloring agents, etc.)
* Information about any tests conducted on samples of the consignment, including nature of the tests, name of the laboratory conducting the tests, and the results.

The Food (Control of Irradiation) Regulations of 1967, as amended, prohibit the import into, and sale of food in the U.K. that has been subjected to ionizing radiation.

The import of certain species of shellfish whether alive, dead, or processed is prohibited unless done so under license. Details about the specific legislation can be obtained from:

Ministry of Agriculture
Fisheries and Food
Fisheries Division IIB
Lion House, Willowburn Trading Estate
Alnwick, Northumberland NE66 2PF
England

Other prohibitions and restrictions on the importation of live or dead fish, for example for reasons of conservation or disease are administered by HM Customs and Excise. Detailed information of these can be obtained from the following Office:

HM Customs and Excise, CDB(2)
Kent House, Upper Ground
London, SE1, England

The general provisions of the Trade Descriptions Act 1968, as amended, and the Weights and Measures Act 1963 also apply to all food and food products when sold for human consumption. There are no specific regulations governing type of packaging. Exporters should conform to accepted commercial practices.

Import documentation requirements, as of January 1984, are listed below. These can change frequently so exporters should check with their buyer or agent to confirm or update these requirements.

- Air Way bills - nine copies on IATA forms.

- Bill of Lading - no regulations.

- Sanitary Certificate - Required. This document is available from the seafood inspection office of the National Marine Fisheries Service.

- Certificate of Origin - three copies certified by a recognized Chamber of Commerce, consular legalization not required. This document is only required for goods consigned to the United Kingdom from a country other than the country of origin.

- Commercial Invoice - two signed copies with full description of goods, F.O.B. and C.I.F. prices, gross and net weight and country of origin. Three copies required of shipping all express.

- Shippers Export Declaration - four copies.

- Import License - required only for restricted items.

V. Summary of U.S. Export Opportunities

Whitefish is likely to remain the predominant seafood consumed in the United Kingdom. For this reason, the most promising export opportunities are for species such as Alaska pollock, sablefish, and Pacific cod. Pacific whiting offers less opportunity because low-cost supplies of whiting already are available.

The best customers for U.S. groundfish exports are the major seafood processors such as Birds Eye Foods, Findus, Ross Foods, Youngs Foods, Brekkes Foods, and Marr Frozen Foods. Exporters should make certain that the product is of the best quality due to the time and distance required for transport.

The trend toward convenience food is increasing market opportunities for processed seafood products. Ready-prepared meals and other products utilizing Alaska pollock and Pacific cod, as well as other species, could have export potential.

The market for canned and frozen salmon will likely remain strong. U.S. exporters, however, are going to be facing increasing competition from Canada, Norway, and Scotland in the fresh and frozen markets and the U.S.S.R. in the canned market. Thus, promotional programs and other market development efforts are going to be required to maintain or increase market share.

Because the British are not large consumers of shellfish, the opportunities for export of shellfish appear to be limited. The market for U.S.-produced crab has been adversely affected by the strong dollar and declines in U.S. production However, when the crab fisheries recover, opportunities for export may exist due to the growing demand for specialty shellfish.

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FAO. 1985c. Globefish data bank. Announcement No. 010609 as sourced from the Sea Fish Industry Authority. Food and Agriculture Organization of the United Nations, Rome.

FAO. 1985d. Globefish data bank. Announcement No. 004340 as sourced from OECD. Food and Agriculture Organization of the United Nations, Rome.

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APPENDIX I

SEAFOOD BUYER CONTACTS
FROM VARIOUS TRADE SHOWS
1980-1985

LISTED BY PRODUCT INTEREST

Product Name	Refer To Company Number
Albacore	28
Bluefish	76, 147, 170
Carp	37, 125, 169
Catfish	66, 169, 190
Clams	45, 47, 53, 131, 137, 157, 159, 163, 177, 186
Cod	64, 138, 142, 178
Crab: General	40, 45, 63, 64, 66, 74, 81, 83, 85, 90, 96, 113, 134, 146, 150, 166, 178, 181
Blue	120, 131, 136, 175, 178, 181, 187
King	11, 73, 190
Snow	11, 171
Stone	83, 190
Crawfish	96, 175
Crevalles	76
Spiny Dogfish	31, 145, 147, 153, 170, 174
Eel	70, 179, 182
Finfish, General	14, 37, 43, 44, 62, 65, 74, 75, 82, 83, 84, 93, 97, 98, 100, 104, 105, 111, 120, 125, 126, 127, 130, 132, 137, 151, 170, 185
Flounder	163
Grouper	71, 82
Halibut	64, 81, 190
Herring	111, 158
Lobster: General	2, 3, 9, 29, 65, 74, 83, 116, 118, 122, 129
Spiny	26
Mackerel	79, 129, 157

Product Name	Refer To Company Number
Menhaden	89
Monkfish	65, 137, 147
Mullet	71, 126, 164, 176
Mussels	116
Ocean Perch	89, 169
Octopus	178
Oysters	163
Pollock	150, 178
Prawns	166
Processed Seafood Products	42, 48, 50, 60, 79, 81, 82, 86, 102, 108, 113, 121, 127, 131, 132, 134, 146, 150, 152, 154, 157, 168, 176
Redfish or Red Drum	89, 137
Red Snapper (*Lutjanus campechanus*)	26, 71, 82, 117, 144, 190
Rockfish	175
Salmon	11, 57, 64, 68, 73, 81, 92, 96, 123, 148, 150, 170, 174, 180, 182, 190
Salmon Roe	87
Sardines	82, 117
Scallops	184
Scampi	186
Scup	147, 170
Sea Bass	71
Seafood: General	1, 5, 8, 10, 12, 13, 15, 16, 17, 18, 19, 20, 22, 24, 25, 27, 32, 33, 35, 36, 39, 52, 54, 55, 59, 61, 69, 91, 94, 95, 99, 101, 103, 107, 108, 119, 121, 127, 128, 130, 133, 139, 141, 143, 154, 156, 160, 161, 162, 167, 172

Product Name	Refer To Company Number
Sea Trout	162
Sea Urchins	88,189
Shark	71, 133
Shellfish: General	38, 43, 44, 58, 60, 75, 86, 98, 111, 126, 127, 144, 151, 165, 185
Shrimp	2, 11, 14, 21, 40, 66, 74, 76, 77, 80, 108, 117, 118, 135, 146, 150, 157, 166, 170, 189
Skate Wings	83, 137
Smelt	72
Squid: General	4, 23, 33, 41, 49, 51, 56, 67, 70, 78, 89, 106, 116, 130, 131, 136, 137, 146, 148, 155, 159, 163, 173, 175, 177, 178, 190
Illex	129, 145, 147, 162, 187
Loligo	138, 145, 147, 152, 162
Sturgeon	182
Swordfish	9, 110, 133
Tuna	9, 46, 71, 88, 126, 137, 162
Whitefish	7, 22, 25, 34, 37, 112, 124, 125, 147, 165
Whitefish Roe	6, 30, 43, 115
Whiting	129, 138, 153, 162, 187

APPENDIX II

SEAFOOD BUYER CONTACTS
FROM VARIOUS TRADE SHOWS
1980-1985

LISTED ALPHABETICALLY BY
COMPANY NAME

1. Company: A.P.H. Fish International, Ltd.
Address: South Darenth Cold Store
St. Margarets Farm
South Darenth, Dartford
Kent
Telephone: Farningham 865225
Telex: 885496
Contact: None listed
Type of Company: Importer/Wholesaler to retail food stores.
Interest: All varieties of seafood

2. Company: A.W. Butler (Wholesale) Ltd.
Address: 53 Butts Green Road
Emerson Park
Hornchurch, Essex RM11 2JS
Telephone: (01) 5150674
Telex: Office: Hormchurch 43316/43916/45302/72527
Contact: A.W. Butler Jr.
Type of Company: Wholesaler, Billingsgate Market
Interest: Lobster, shrimp

3. Company: Abbeyfreeze Frozen Foods
Address: 9 Allenbrooks Station Rd.
Wymondham
Norfolk
England
Telephone: (0953) 606256
Contact: John Patston
Type of Company: Wholesaler
Interest: Spiny lobster tails

4. Company: Aberdeen Prime Fish
Address: 73 Netherlands Rd.
Oakleigh Port
Barnet ENJ 1BS
England
Telephone: (01) 4464148
Telex: 21979
Contact: Anthony M. Tovev
Type of Company: Importer/Exporter
Interest: Squid

5. Company: Aimcalm Ltd.
Address: Unit 4,
Chapman Park Industrial Estate
High Road, Willesden
London N.W. 10, England
Telephone: (01) 4514377/8
Contact: Geoffrey O'Brian
Type of Company: Importer/Wholesaler to major supermarket chains
Interest: New products for fresh market

6. Company: Alan Porter Provisions Ltd.
Address: Farnley Square, Farnley
Otley, Leeds
Yorkshire
England
Telephone: 466348
Contact: Alan Porter
Type of Company: Distributor
Interest: Whitefish roe

7. Company: Alveston Kitchens
Address: Warwick House
Birmingham Road
Warwickshire CV 37 6SH
England
Telephone: (0926) 490174
Telex: 311282
Contact: Stephen Tomlison
Type of Company: Retailer
Interest: Whitefish for processing

8. Company: Anglo European Foods Limited
Address: Arctic House
West Kent Cold Store
Rye Lane, Dunton Green
Sevenoaks, Kent
Telephone: Sevenoaks (0732) 460611
Telex: 957531
Contact: Ken Keen
Type of Company: Distributor to retail markets/food service
Interest: All varieties of frozen seafood

9. Company: Ark Fisheries
Addres: 51/52 Cliffs High Street
E. Sussex E. So.
England
Telephone: 476912
Contact: Aetdes Roe
Type of Company: Retailer
Interest: Shark, swordfish, tuna, lobster

10. Company: Armour
Address: C/O Food Brokers Ltd.
Milbourne, Copsem Lane
Esher, Surrey
Telephone: (0372) 66891
Telex: 929873
Markets Serviced: Import
Interest: All varieties of seafood

11. Company: Arpino Gibbs Frozen Foods Ltd.
Address: Unit 8 Coldharbour Ind. Est.
129/131 Coldharbour Ln. London
SE5 9NY England
Telephone: (01) 2744051
Telex: 8953538 Verona
Contact: Mario Arpino
Type of Company: Importer/Wholesaler/Distributor
Interest: King crab, snow crab, shrimp, canned salmon

12. Company: Associated Cold Stores & Transport Limited
Address: Park Lane, Wolverhampton
WV 10 90D
England
Telephone: (0902) 731611
Telex: 339905
Contact: P.C. Hudson
Type of Company: Distributor
Interest: Will provide distribution network for seafood products

13. Company: Associated Fisheries
Address: 16 Queens Gate
London SW1
Telephone: (01) 2220404
Telex: 262224
Type of Company: Importer
Interest: All varieties of seafood

14. Company: Atalanta (U.K.) Ltd.
Address: Imperial House, Dominion St.
London EC2M 2SA
England
Telephone: (01) 6067231
Telex: 884947
Contact: Traian Terletchi
Interest: Fish, shrimp

15. Company: Atlantic Queen Seafoods
Address: 924 Oxford Road, Tilehurst
Reading, Berks RG3 6TB ENG
England
Telephone: (0734) 25544
Telex: 848071
Contact: David Ragan
Type of Company: Importer
Interest: All varieties of seafood

16. Company: B & A Roome
Address: 43 Sadlergate
Derby
England
Contact: A. Roome
Type of Company: Buyer
Interest: All varieties of seafood

17. Company: Banner Seafoods Ltd.
Address: 20 Quay Walls, Berwick upon Tweed,
TD15 1HB Northumberland, U.K.
Telephone: (0289) 308475/308477
Telex: 537464 BANNER G
Contact: A.N. Sedgwick
Type of Company: Processor/Wholsaler
Interest: All varieties of seafood

18. Company: Bards Smoked Salmon, Ltd.
Address: 2 Salamans Way
Ferry Lane
Rainham, Essex RM 13 9UL
Telephone: (04027) 22533
Telex: 895-1436
Type of Company: Importer
Interest: All varieties of seafood

19. Company: The Bar Flv
Address: 5 Avery Row
London W1X 9HA
England
Telephone: (01) 4939744
Telex: 261376
Contact: Nicholas A. Mobbs
Type of Company: Restaurant
Interest: All varieties of seafood

20. Company: Beckdale Foods Limited
Address: 16 Main Street
Wilsford, Grantham
Lincolnshire NG323NS
England
Telephone: (0400) 30520
Telex: 37270
Contact: Gordon J. Sanders
Type of Company: Importer
Interest: All varieties of seafood

21. Company: Beefeater Steak Houses Ltd.
Address: Luron Road
Dunsmable, Beds
Telephone: (0582) 600144
Contact: Ian Sannders
Type of Company: Food service
Interest: Shrimp

22. Company: Birdseye Wall's, Ltd.
Address: Station Avenue
Walton on Thomes
Surrey KT12 INT
Telephone: (0932) 228888
Telex: 261255
Type of Company: Importer/Processor
Interest: All varieties of seafood, especially whitefish

23. Company: Birmingham Salmon Ltd.
Address: Unit 19
Wholesale Street Birmingham
England
Telephone: (021) 6222018
Contact: Bill Chnibber
Type of Company: Wholesaler
Interest: Squid

24. Company: Blue Crest
Address: Murray Street
Grimsby Docks
Grimsby, South Humberside
Telephone: Office: (0472) 45156
Factory: (0472) 44781
Telex: 527768
Contact: Mike Crooks
Type of Company: Importer/Processor
Interest: All varieties of seafood

25. Company: Brekkes, Ltd.
Address: William Wright Dock
Hull, England
Telephone: Hull 27396 (10 lines)
Telex: 52109
Contact: Peter R. Lovell
Type of Company: Importer/Processor
Interest: All varieties of seafood, especially whitefish

26. Company: Bretton Fisheries
Address: Rightwell Center
Bretton
Peterborough PE3 8DS
England
Telephone: 265383
Contact: John Waller
Type of Company: Buyer
Interest: Snapper, spiny lobster

27. Company: Bromham Hospital
Address: N. Hampton Road
Bromham, Bedfordshire
England
Telephone: Oakley 2095 Ext.12
Contact: G.A. Minney
Type of Company: Buyer/Importer
Interest: All varieties of seafood

28. Company: Buitoni Foods
Address: Wilson Road, Huyton
Liverpool, England
Telephone: (051) 4807333
Telex: 628049
Contact: David J. Clarke
Type of Company: Processor
Interest: Albacore

29. Company: C & A Seafoods
Address: 88 Billingsgate Market
West India Dock Road
London E14 8ST England
Telephone: (01) 5559192
Contact: C.V. Seagrave
Type of Company: Importer
Interst: Lobster

30. Company: Champagne Exchange
Address: 17 C. Curzon St.
London W.1
England
Telephone: 4031606
Contact: A.D. Marks
Type of Company: Restaurant
Interest: Whitefish

31. Company: China Products Co.
Address: P.O. Box 140056
2322 Ponce De Leon
Coral Gables, Florida 33134
Telephone: (305) 4460498
Telex: 522716 AMIGO
Contact: Dr. Felix Mar-Quand
Type of Company: Importer/Exporter
Interest: Dried or frozen dogfish fins

32. Company: Clipper Fish Products
Address: 159 N. Esplanade East
Aberdeen, Scotland
Telephone: (0224) 596204
Telex: 73659
Contact: None listed
Type of Company: Importer
Interest: All varieties of seafood

33. Company: Clouston Foods Europe Limited
Address: 924, Oxford Road, Tilehurst
Reading, Berkshire, RG3 6TB
England
Telephone: Reading (0734) 25544
Telex: 848071/848026
Contact: Richard West
Type of Company: Importer/Exporter
Interest: All varieties of seafood, especially squid

34. Company: Cobent Garden Fishmongers
Address: Jubilee Market
Covent Garden
London W.C.2
England
Telephone: (01) 9959273
Contact: Philip Diamond
Type of Company: Unknown
Interest: Fresh whitefish

35. Company: Cold Water Fish, Ltd.
Address: Aston Road
Bampton, Oxford, OXB 2AF
England
Telephone: (0993) 850818
Telex: 837349
Contact: Weston Lloyd
Type of Company: Importer
Interest: All varieties of seafood

36. Company: Collins Seafoods
Address: Edward Street
Bishop Auckland Co Durham
England
Contact: R. Collins
Type of Company: Importer/Retailer
Interest: All varieties of seafood

37. Company: Coln Valley Fish & Game
Address: Windon
Cirencester
England
Telephone: (0285) 724000
Contact: John R. Davis
Type of Company: Importer
Interest: Fish for smoking, whitefish, carp

38. Company: Coumbrae Oysters
Address: 40 Westbourne Gardens
Glasgow G12 9PF
Scotland, U.K.
Telephone: (041) 3395138
Contact: R.B. Cousins
Type of Company: Importer/Exporter
Interest: Shellfish

39. Company: Dale's of Liverpool, Ltd.
Address: 325 Prescot Road
Liverpool L13 3AT
England
Telephone: (051) 2204341
Contact: Peter Toles
Type of Company: Distributor
Interest: All varieties of seafood, fresh and frozen

40. Company: Dan-Maid Seafoods
Address: Barrow House,
Bishopstrow, Warminster,
Wiltshire, U.K. BA129UH
Telephone: Warminster (0985) 214656
Telex: 449357
Contact: None listed
Type of Company: Importer/Exporter
Interest: Crab, shrimp

41. Company: Dawnfresh Seafoods, Ltd.
Address: North Shore
Whitehaven
Cambria CA287XQ
England
Telephone: (0946) 61141
Telex: 64283
Contact: John V. Catherall
Type of Company: Importer/Exporter
Interest: Squid

42. Company: Denvale Serives
Moorside Markland Hill Lane
Bolton Lancs
England
Contact: N. Widocks
Type of Company: Distributor
Interest: Processed seafood products

43. Company: Devon Oysters, Ltd.
Address: Hillcrest Frogmore
Devon
Contact: Paul Mellur
Type of Company: Processor/Distributor
Interest: Whitefish roe, shellfish, finfish

44. Company: Downing Frozen Foods Limited
Address: 6 South Street
Ipswich, Suffolk, IP1 3 NU.
Telephone: Ipswich (0473) 55065/6
Telex: 987045
Contact: Robert A. Stock
Type of Company: Importer/Distributor
Interest: Shellfish, finfish

45. Company: Dragon & Phoenix Ltd.
Address: 15-18 White Lion St.
London N.1 9PD.
England
Telephone: (01) 8370146
Contact: D. Lyen
Type of Company: Importer/Distributor
Interest: Clams, crab

46. Company: Dudley Flowers Cottage
Address; Speen Alesbury
Buckinghamshire, England
Telephone: (024) 028397
Telex: Will have soon
Contact: None listed
Type of Company: Importer
Interest: Tuna

47. Company: Dyfed Enterprises Ltd.
Address: 30 Danlan Parks
Pembrey, Lhanelli Dyfed,
SA16000
England
Telephone: (05546) 3367
Type of Company: Wholesaler
Interest: Clam products

48. Company: East Anglia's Premier Fish Merchant
Address: St. Ives
Telephone: (0480) 65135
Contact: Davie A. Jennings
Type of Company: Retailer/Food Serive
Interest: Seafood delicacies

49. Company: East Lincolnshire Seafoods
Address: Unit 19 Broadfield Lane
Industrial Estate Boston
Lincolnshire
England
Telephone: (0205) 66351
Contact: None listed
Type of Company: Importer/Retailer
Interest: Squid

50. Company: Eliko Food Distribuotrs, Ltd.
Address: Unit D, Ashley Works
Ashley Road
London, N17 9LJ, England
Telephone: (44) 18014311
Telex: 893945 Eliko G
Contact: E. Kohn
Type of Company: Distributor
Interest: Kosher canned seafoods

51. Company: Entrade Limited
Address: 75 Davies Street
London W1Y 1FA
England
Telephone: (493) 7937
Telex: 23622
Contact: Erdil Nami
Type of Company: Importer
Interest: Squid

52. Company: F. Smales & Son
Address: West Dock Street
Hull
England
Telephone: (0482) 24997
Telex: 527260
Contact: Ron B. Bray
Type of Company: Retailer
Interest: All varieties of seafood

53. Company: Finishing Touch
Address: 13 Lowndes Squire
London SW.1
England
Telephone: (245) 9659
Contact: Ronald Mills
Type of Company: Distributor
Interest: Clams

54. Company: Fishmongers
Address: 29 Thistle Street
Aberdern
Scotland
U.K.
Contact: Ken Watmough
Type of Company: Unknown
Interest: All varieties of seafood, fresh and frozen

55. Company: Flying Goose Limited
Address: Barrow House, Bishopstrow
Warminster, Wiltshire BA12 9HU
England
Telephone: (0985) 2144565
Telex: 449743
Contact: Ian Frostick
Type of Company: Importer
Interest: All varieties of seafood

56. Company: Fodeco (U.K.) Ltd.
Address: 57 Windmill Street
Gravensend Kent DA 12 1BB
England
Telephone: (0474) 50833
Telex: 96364
Contact: Bo V. Larsen
Type of Company: Distributor
Interest: Squid

57. Company: Food Brokers, Ltd.
Address: 3 Copsem Lane
Esher, Surrey
England
Telephone: (0372) 66891
Contact: James E. Bishop
Type of Company: Importer/Broker
Interest: Canned salmon

58. Company: Fresh Seafoods (Barry) Ltd.
Address: 3 Western Shelters
Barry Island
Barry South
Glamorgan Wales
Telephone: (0446) 745579
Contact: L.D. Neale
Type of Company: Importer/Food Service
Interest: All shellfish

59. Company: G.C. Baxter, Ltd.
Address: Sarre, Nr. Birchington
Kent CT7 OLD
Telephone: Thanet (0843) 81601/9
Telex: 96408
Contact: A. Baxter
Type of Company: Food Service
Interest: All types of seafood

60. Company: G.E. Roberts Fish Game & Catering Foods
Address: Killick Way Williton
Taunton
Contact: George Roberts
Type of Company: Wholesaler
Interest: Shellfish, seafood delicacies

61. Company: G.M.W. International, Ltd.
Address: Suite M4
Victoria House
37/63 Southhampton Row
London WC1B 5HR
Telephone: (01) 4059541, (01) 4054882
Telex: 261611 INTRAD G
Interest: Not specified.

62. Company: G.R. Food Products
Address: 99A Regina Road
Southall
Middlesex, England
Contact: None listed
Type of Company: Processor
Interest: Finfish suitable for pickling

63. Company: Galaxy Frozen Foods
Address: 87 Raedwald Drive
Moreton Hall
Bury St. Edmunds
Suffolk
Telephone: Bury St. Edmunds (0284) 4602
Contact: Russell Scott Wilds
Type of Company: Wholesaler
Interest: Crab

64. Company: Gatwick Flight Catering, Ltd.
Address: Woolborough Lane
Crawley W. Sussex, RH 10 2AQ
England
Telephone: (0293) 517515
Telex: OPS 877891
Contact: Dave Williams
Type of Company: Airline caterer
Interest: Cocktail claws, portion controlled salmon, halibut and cod

65. Company: Gibralter Cold Store Ltd.
Address: P.O. Box 110 Gibralter
England
Telephone: 75501-4
Telex: 2217GK
Contact: Robert Benson
Type of Company: Importer/Retailer
Interest: Monkfish, lobster, fish

66. Company: Gingercress
Address: Widford Road
Much Hadham
Herts 59 10 6AT
Contact: Dr. M.J. Smith
Type of Company: Importer/Retailer
Interest: Crab, shrimp, catfish

67. Company: Godrevy Seafoods
Address: Unit 2
Penbeagle Industrial Estate,
St. Ives Cornwall
England
Telephone: (0736) 798245
Contact: Authony Gilbert
Type of Company: Importer
Interest: Squid for bait

68. Company: Goodfare Products
Address: Moston Road
Middleton Junction
Manchester
England
Telephone: (061) 6435252
Telex: 668392
Contact: Michael E. Hyman
Type of Company: Importer
Interest: Salmon products

69. Company: Grand Fisheries, Inc.
Address: 1 Brook Lane
Flitton, Bedfordshire
MK45 6TU
England
Telephone: (0525) 60403
Contact: Somerset Moore
Type of Company: Wholesaler
Interest: All varieties of seafood

70. Company: H. Binfield & Son
Address: 4 High St. Seaford
East Sussex BN25 1PG
England
Telephone: (0323) 892214
Contact: Andrew Binfield
Type of Company: Retailer
Interest: Squid, eel

71. Company: H. Kilburn Ltd.
Address: 18 The Arcade Market Hall
Huddersfield, West Y
England
Telephone: (0484) 21298
Contact: Martin Manfield
Type of Company: Importer
Interest: Snapper, tuna, mullet, shark, sea bass, grouper

72. Company: H & S Openshaw, Ltd.
Address: Barrack St./Ormond St.
Bolton
England
Telephone: 34585
Telex: 635739
Contact: Peter Kay
Type of Company: Importer/Exporter
Interest: Smelt

73. Company: Hales Snails
Address: 25 Pages Walk
London SE1 4SB
England
Telex: 987506
Contact: Richard Hales
Type of Company: Importer
Interest: King crab, smoked salmon

74. Company: Hatton Rock Trout Farm, Ltd.
Address: The Aquacultural Research Centre
Hatton Rock
Stratford upon Avon
Telephone: (0789) 296266
Contact: R.B. Towle, M.D
Type of Company: Importer/Exporter/Distributor
Interest: Lobster, crab, claws, shrimp, finfish

75. Company: Holden's Food Marketing Ltd.
Address: 169 Chaddom Road
Tauntom Somerset
Contact: Peter Holden
Type of Company: Distributor to retail
Interest: Shellfish, finfish

76. Company: Hosier Lane Trading Co.
Address: 2527 Hosier Lane
West Smithfield ECI
Telephone: (01) 2483510
Contact: Ian Bastable
Type of Company: Wholesaler/Exporter
Interest: Squid, rock shrimp, crevalles, bluefish

77. Company: Ice 'N' Easy (Seafoods), Ltd.
Address: Unit 6, Burns Way Industrial Estate
Holmbush Potteries
Faygate, Horsham
West Sussex, RH12 4SE
Telephone: Faygate (029383) 451/2
Telex: 877061 ICEASY G
Contact: D. Becarevic
Type of Company: Importer/Exporter
Interest: Shrimp

78. Company: Ice-Pak Seafood Specialists
Address: 5 Medway
Queensbury
Bradford
England
Telex: 919021
Contact: Alan E. Cantrill
Type of Company: Importer
Interest: Squid

79. Company: Imperial Inns & Taverns Ltd.
Address: Pier House
Strand-on-the-Green Chiswick
London W4 3NN
England
Telephone: (01) 9213131
Telex: 919021
Contact: Mike McGrath
Type of Company: Distributor
Interest: Canned seafood for distribution to Middle East, frozen mackerel

80. Company: Impwell Limited
Address: 2 Wilkes Street
London E1 6QF
Telephone: (01) 2472411
Telex: 8814836
Contact: None Listed
Type of Company: Importer
Interest: Large shrimp

81. Company: International Catering, Ltd.
Address: Horton Road
Colnbrook Slough SL3 OBB
England
Contact: Fred G. Franklin
Type of Company: Caterer
Interest: Crab products, portion controlled salmon, and halibut

82. Company: International Seafoods
Address: Franks Place, Headcorn,
Kent TN27 9SX, England
Telephone: Headcorn (0622) 890767
Telex: 965800
Contact: Peter Davis
Type of Company: Importer/Distributor
Interest: Snapper, grouper, sardines on private label, other types of finfish

83. Company: Island Pearl Seafoods
Address: 57-63 Churchfield Road
London W3 6AU
Telephone: (01) 9928668/9
Telex: 928519
Contact: George C. Thomas
Type of Company: Importer/Exporter/Distributor
Interest: Skate wings, lobster, stone crab, crab claws, finfish

84. Company: J. Bennett (Billingsgate), Ltd.
Address: 24 Billingsgate Market
West India Dock Road
Poplar, London E14 8St.
England
Telephone: (01) 5156007
Telex: 8953998
Contact: John W. Shelton
Type of Company: Wholesaler
Interest: Finfish for smoking

85. Company: J.L. Mawby & Co., Ltd.
Address: Mawby House 28-32 Spittal Street
Marlow Bucks SL7 3HJ
Telephone: Marlow (06284) 72972
Telex: 847962
Contact: J.L. Mawby
Type of Company: Importer
Interest: Crab claws

86. Company: J. Van Smirren Co.
Address: 30 Wharnecliffe Road
Fishdocks
Grimsby, S. Humberside
Contact: Peter Martinelli
Type of Company: Distributor
Interest: Shellfish, new seafood products

87. Company: James Dinsdale Sons (Dent)
Address: 60 Main St.
Kirkby Lonsdale Cumbria
England
Telephone: K.L. 71237
Contact: J.R. Goodyear
Type of Company: Importer
Interest: Salmon roe

88. Company: Japan Agency & Consultancy
Address: 356 Regents Park Road
London N3 2LJ
England
Telephone: (01) 3469273
Telex: 24993 Tazaki
Contact: Shingo Kanaoya
Type of Company: Importer for restaurant trade
Interest: Sea urchins, tuna

89. Company: Jaynike (London) Ltd.
Address: 371 Horn Lane
Western Avenue
London W3 ODA, England
Telex: None listed
Contact: Roger Gurney or J. Diosi
Type of Company: Importer directly to Nigeria
Interest: Frozen menhaden, squid, redfish, ocean perch

90. Company: Johma Limited U.K.
Address: 797 London Road
Thornton Heath
Surrey CR4 6AW
Telephone: (01) 6842945
Telex: 946637
Contact: Terry Wynne (London)
Type of Company: Importer/Processor
Interest: Crabmeat

91. Company: John Henshall, Ltd.
Address: New Smithfield Market
Whitworth Street East
Manchester M11 2WJ
England
Telephone: (061) 2239411
Telex: 6678874
Contact: J.D. Henshall
Type of Company: Unknown
Interest: All varieties of seafood

92. Company: John Koch, Ltd.
Address: Office 72
Billingsgate Market West
Dock Rd. London
England
Telephone: (01) 9872872
Contact: Sydney D. Gibbard
Type of Company: Wholesaler
Interest: Salmon steaks

93. Company: John Lipscombe, Ltd.
Address: Office 24 (Shop 29)
Billingsgate Market, 87 West India
Dock Road,
London E14 8ST
Telephone: (01) 5154308
Telex: 8812703
Contact: P.W. McCoy
Type of Company: Distributor at Billingsgate Market
Interest: Finfish, sells to West Indian ethnic market

94. Company: John Martin
Address: Southwark Street
London SE1
Telephone: (01) 4031151
Telex: 8813121
Contact: None listed
Type of Company: Importer
Interest: All varieties of seafood

95. Company: John West
Address: Stanley Street
Liverpool
Telephone: (051) 2368771
Telex: 627188
Contact: None listed
Type of Company: Importer
Interest: All varieties of seafood

96. Company: K.J. Lovering & Company, Inc.
Address: 19 Station Avenue
Calesham Sumy
England
Telephone: (0883) 49426
Contact: Ken Lovering
Type of Company: Importer/Retailer
Interest: Salmon, crab, crawfish

97. Company: Kent Fisheries & Foods Ltd.
Address: 4 Church Street
Chatham, Kent ME4 4BS
Telephone: (0634) 814597 & 826018
Contact: A.T. Coppin
Type of Company: Importer/Exporter
Interest: Inexpensive finfish to export to Africa, Mideast, Eastern Europe

98. Company: King Frost
Address: 9 Kilvin Drive
Beverley North Humberside
England
Telephone: (0482) 80522
Contact: C. Thompson
Type of Company: Importer
Interest: Finfish, shellfish

99. Company: Kiril Mischeff, Ltd.
Address: Broadwall House
21, Broadwall
London SE1 9PL
Telephone: (01) 9288966
Telex: 25450
Contact: None listed
Type of Company: Importer
Interest: All varieties of seafood

100. Company: Krondella Foods, Ltd.
Address: Unit P Penfold Works
Imperial Way Watford
Contact: D.S. Clarke
Type of Company: Exporter
Interest: Inexpensive finfish for export to Egypt

101. Company: L & M Food Group
Address: 454-456 Larkshall Road
Highams Park
London E4 9HH
England
Telephone: (01) 5317631
Telex: 897334
Contact: S. Hemphill
Type of Company: Importer
Interest: All varieties of seafood

102. Company: Les Amis Du Vin
Address: 7 Ariel Way
Whepherds Bush
London W12 7SM
England
Telephone: (01) 7400053
Contact: Melville Abraham
Type of Company: Distributor
Interest: Restaurant items

103. Company: Lintach Sales
Address: 108 B Kilton Hill
Workshop, Nottinghamshire
England
Telephone: (090) 9482984
Contact: Mr. Thomas
Type of Company: Unknown
Interest: All varieties of seafood

104. Company: Lowestoff Col. Stone, Ltd.
Address: Whaoloan Road
Lowestoft, Suffock England
Telephone: 64476 64888
Telex: 97145
Contact: I.M. Hepton
Type of Company: Exporter
Interest: Flatfish, fresh and frozen

105. Company: L.G. Goodwin, Ltd.
Address: Market Place
Braintree, Essex
Contact: R.L. Goodwin
Type of Company: Distributor
Interest: Fresh finfish

106. Company: Lusitania Sea Products
Address: P.O. Box 2844
Port Elizabeth 6056
South Africa
Telephone: (54) 4936
Telex: 746244
Contact: Carlos Simal
Type of Company: Importer
Interest: Squid

107. Company: M&J Seafoods
Address: 3942 Rabans Close
Rabans Lane Trading Est.
Aylesbury Bucks
England
Telephone: (02) 9632711
Contact: Larry Hay
Type of Company: Distributor
Interest: All varieties of seafood

108. Company: M.J. Dowdeswell & Co., Ltd.
Address: The Bank House, Station Year
Charfield, Wotton-under-Edge
Gloucestershire GL12 8SY
England
Telephone: (0453) 854204
Contact: Michael J. Dowdeswell
Type of Company: Wholesaler
Interest: Breaded shrimp and other varieties of seafood

109. Company: Mac Fisheries
Address: Johnson House
75179 Park Street
Camberely, Surrey GU15 3ST
Telephone: (0276) 63422
Telex: 858915
Contact: None listed
Type of Company: Importer
Interest: All varieties of seafood

110. Company: Mardon Export, Ltd.
Address: The White House
4-10 Queens Square
Poulton-Le-Fylde
Lancs. FY6 7BN
England
Telephone: (0253) 892514
Telex: 677496 MARDEX G
Contact: Tony Barton
Type of Company: Importer/Exporter
Interest: Swordfish

111. Company: Marinpro, Ltd.
Address: Ferry Road
Topsham, Devon
England
Telephone: 4671/2/3
Telex: 42913
Contact: W.J. Hoey
Type of Company: Processor
Interest: Herring, marinated, salt cured, frozen whole or filleted; finfish, shellfish

112. Company: Marr Frozen Foods, Ltd.
Address: 102 Gillett Street
Hull, North Humberside HU3 4JG
Telephone: (0482) 26563
Telex: 52461
Type of Company: Processor
Interest: All varieties of seafood, especially whitefish

113. Company: Marriott in Flight Catering
Address Faggs Road Feltham
Middlesex
England
Telephone: (01) 7516131
Telex: 25451
Contact: Leonardo Farnocchia
Type of Company: Caterer
Interest: Stuffed crab, prepared seafood items

114. Company: Maytemp Ltd.
Address: 48 Cawston Lane
Dunchurch
England
Contact: G.L. Finnet
Type of Company: Importer
Interest: Stuffed crab

115. Company: The Mecca
Address: 5 Orford Hill
Norwich, Norfolk
England
Telex: 614829
Contact: P. Barber
Type of Company: Distributor
Interest: Whitefish roe

116. Company: Midfish
Address: 22-23 Fish & Poultry Market
Birmingham Markets Precinct
Pershore Street Birmingham
England
Telephone: (021) 6226244
Telex: 336639
Contact: Keith Smith
Type of Company: Importer
Interest: Squid, mussels, lobster

117. Company: Minch Shipping & Trading Co., Ltd.
Address: 8 Shepherd Market
Mayfair London W1
Telephone: (01) 4992664/(01) 5158146
Telex: 25234
Contact: F.C. Doyle
Type of Company: Distributor
Interest: All varieties of seafood, especially shrimp, rock shrimp, sardines, red snapper

118. Company: Moray Seafoods, Buckie
Address: Low Street, Buckie
Bannshire, Scotland
Telephone: Buckie, (0542) 31296
Telex: 73287
Type of Company: Wholesaler
Interest: Shrimp & lobster for restaurant trade

119. Company: Muirson Food Brokers International, Ltd.
Address: Northdown House
Chapel Road
Smallfield, Surrey
Telephone: (034284) 33669
Telex: 95386
Contact: Hamish R. Muirhead
Type of Company: Importer
Interest: All varieties of seafood

120. Company: Musson & Co. (Liverpool), Ltd.
Address: Russell House
1-9 Saville Rd.
Liverpool L13 4DJ England
Telephone: (051) 2208081/2/3
Telex: 629042 Musan G.
Contact: Tim Howarth
Type of Company: Wholesaler
Interest: Frozen fish, blue crab meat, soft-shell crabs

121. Company: My Kinda Town, Ltd.
Address: 5 Raphael Street
Knightsbridge SW7
England
Telephone: (581) 7933
Contact: Marrhew Sewell
Type of Company: Importer/Retailer
Interest: Unique seafood products

122. Company: Naizam Munjee
Address: 24 Station Road
Middlesex UB7 7BY
West Drayton 42280
Telephone: None listed
Type of Company: Distributor
Interest: Lobster

123. Company: Neptune Seafoods Limited
Address: Dart Mills
Buckfastleigh
Devon TQ 11 ONF
England
Telephone: 43282
Telex: 42671
Contact: David Miles
Type of Company: Processor
Interest: Salmon

124. Company: Norfin
Address: Barn House 38 Meadow Way
Eastcote, Ruislip Middlesex
HA48T London
England
Telephone: (01) 8681255
Telex: 23383
Contact: Jorma Kaartinen
Type of Company: Importer
Interest: Frozen whole whitefish in container loads

125. Company: Ocean Dream Ltd.
Address: 113 the Fairway
N7H Webley
Middx
England
Telephone: (01) 9804341
Contact: Marc Daniels
Type of Company: Importer
Interest: Smoked whitefish, carp, fish suitable for smoking

126. Company: Ocean Treasure
Address: St. Ives
Cornwall
England
Telephone: (0736) 793003
Telex: 45435
Contact: Ian N.M. Thompson
Type of Company: Processor
Interest: Tuna, red mullet, species of fish or shellfish suitable for smoking

127. Company: Oshawa Foods
Address: 125 the Queensway
Toronto, Canada M8Y 1H7
Telephone: (416) 2596633
Telex: 06-984846
Contact: C.E. Candy
Type of Company: Wholesaler (primarily to supermarkets)
Interest: Consumer-ready, retail-packed products (fresh, frozen, canned), finfish, shellfish

128. Company: P & W
Address: Unit WS4 Main Street
West Wilts Trading Estate
Westbury, Wiltshire
England
Telephone: (0373) 823990
Contact: Peter I. Davidson
Type of Company: Importer
Interest: All varieties of seafood

129. Company: Parkin International
Address: Unit 3
Langthwaite Grange Industrial Estate
S. Kirkby WF9 3AP
West Yorkshire
England
Telephone: (0977) 49242
Telex: 557839 PARKIN G
Contact: Steve Billingham
Type of Company: Importer/Exporter
Interest: Whiting, frozen, whole; mackerel, frozen, whole; frozen lobster tails and whole frozen Illex squid. Exports to Mid-east markets.

130. Company: Paul Agnar Seafoods (U.K.), Ltd.
Address: 17 Edison Road
Bearbrook Industrial Project
Rabans Lane Aylesbury
England
Telephone: (0296) 22377
Telex: 837877
Contact: Dennis B. Thomas
Type of Company: Importer
Interest: All varieties of seafood

131. Company: Petro Services, Ltd.
Address: 153a Park Rd.
St. John's Wood
London NW8 7HT
England
Telephone: (01) 5869226
Contact: R.J. Carobin
Type of Company: Unknown
Interest: Frozen products for retail trade; cleaned squid with tentacles, clam products, softshell crabs

132. Company: Pheonis Farm Foods
Address: Unit D7
Taylor Ind: Estate Culcheth
Warrington Cheshire
England
Telephone: CULCHETH.6647
Contact: R. Siequien
Type of Company: Unknown
Interest: Packaged fish products

133. Company: Pisces, Ltd.
Address: Unit 1 Eoodford Park
Industrial Estate
Winsford Cheshire
Contact: Niel J. Crawford
Type of Company: Retailer
Interest: Swordfish, shark, various varieties of seafood

134. Company: The Plough
Address: Plough Lane Downside
Clothshall Surey
England
Telephone: (0932) 62514
Contact: None listed
Type of Company: Unknown
Interest: Prepared seafood products; stuffed crab

135. Company: Ponderosa, Inc.
Address: Watford, England 21245
Telephone: None listed
Contact: Steve Cable
Type of Company: Importer/Wholesaler
Interest: Green, headless Gulf shrimp

136. Company: Porter Frozen Foods, Ltd.
Address: Sulby House
North Street
Sudbury, Suffol CO 10 6 RE
England
Telephone: (0787) 310800
Telex: 987506
Contact: Richard Hales
Type of Company: Unknown
Interest: Squid, blue crab products

137. Company: Porter Foods
Address: 23 Pages Walk
London SE1 4SB, England
Telephone: (02) 2312410
Telex: 291979
Contact: Martin Knights
Type of Company: Importer
Interest: Clams, all types of finfish, frozen, especially yellowfin tuna, skate, monkfish, sea trout, squid

138. Company: Poultry Products Ltd.
Address: P.O. Box 539
Valletta, Malta
Telephone: 612451/3
Telex: 1420 MW
Contact: Anthony L. Psaila
Type of Company: Importer
Interest: Loligo squid tubes cleaned or frozen, whole, in 15 kg blocks; cod fillets, whiting fillets

139. Company: Princess Foods
Address: Royal Liver Building
Loverpool, England
Telephone: (051) 2369282
Telex: 628095
Contact: None listed
Type of Company: Importer
Interest: All varieties of seafood

140. Company: Quayside Fish Centre
Address: Porthleven, Cornwall
England
Telephone: HELSTON 62008
Contact: John Strike
Type of Company: Distributor
Interest: Processed products for retail market

141. Company: R & A Seafoods (Northern), Ltd.
Address: P.O. Box 11, Southport
Merseyside PR9 7EJ
England
Telephone: (0704) 44156
Telex: 946707
Contact: Bernard A. Capper
Type of Company: Importer
Interest: All varieties of seafood

142. Company: R. Donnan & Sons
Address: Trinity Pier, Millbay Docks
Plymouth, Devon
England
Telephone: 662135
Telex: 45235 DONNAN 4-G
Contact: J.C. Cabello
Type of Company: Importer
Interest: Cod

143. Company: Ranch House Restaurant
Address: Werters Restaurants, Ltd.
9 Golders Green Road
London NW 11
Telephone: (01) 458 9164/3631
Contact: R.P. Kane
Type of Company: Distributor
Interest: All varieties of seafood

144. Company: Riverglobe Limited
Address: 8 Hazeldene Road
Welling, Kent DA16 1NR
England
Telephone: (03) 30311211
Contact: Bob Bartlett
Type of Company: Distributor
Interest: Shellfish, red snapper

145. Company: Robinson & Carr, Ltd.
Address: Northgate, Sleaford
Lincolnshire, U.K.
Telephone: (0529) 302206
Telex: 377569 Robco G
Contact: Gordon J. Sanders
Type of Company: Importer
Interest: Dogfish backs and flaps, Illex and Loligo squid frozen, whole, 25 kg blocks

146. Company: Rosemary's
Address: 157 Aylsham Road
Norwich, NR3 2AD
Telephone: (0603) 410083/400659
Contact: J. Wilson
Type of Company: Distributor
Interest: Rock shrimp, squid, crab products

147. Company: Ross Foods, Ltd.
Address: Ross House
Grimsby, South Humberside
DN31 3SW
Telephone: (0472) 59111
Telex: 52182
Contact: John Briggs
Type of Company: Importer/Processor/Distributor
Interest: All varieties of seafood, especially squid (Loligo and Illex), monkfish, dogfish, bluefish, scup & species of whitefish

148. Company: S. Baron, Ltd.
Address: Assembly Passage
Mile End Road
London E1 4UR
England
Telephone: (01) 7902246
Telex: 887054
Contact: Graham Evans
Type of Company: Processor
Interest: Salmon

149. Company: S & J Fisheries
Address: 11 Quay Road
Barbican, Plymouth
England
Telephone: 265556
Contact: Joe Evans or Ken Sampson
Type of Company: Wholesaler
Interest: Cleaned squid tubes, block and retail pack

150. Company: S & W Berisford (Foods), Ltd.
Address: Berisford House
King Street, Middlewich
Cheshire, CW 109 LY
England
Telephone: 4721
Telex: 668173
Contact: T.R. Conner
Type of Company: Importer/Distributor to supermarkets
Interest: Canned crab, shrimp, breaded products, salmon steaks, pollock products

151. Company: St. Edmond Foods, Ltd.
Address: 8 Clarence Road
Clare, Suffolk, C010 8QN
England
Telephone: Clare (0787) 277346
Telex: 98183
Contact: John A. Baker
Type of Company: Importer/Distributor
Interest: All types of shellfish and finfish, fresh and frozen, new seafood items and specialty products.

152. Company: Sco-Fro Foods, Ltd.
Address: 30 George Square
Glasgow, Scotland
Telephone: (041) 2211747
Telex: 778131
Contact: Stanley Ian Bernard
Type of Company: Importer/Exporter/Processor
Interest: Cleaned Loligo tubes

153. Company: Sea Products International
Address: Harborne Court
67-69 Harborne Road
Edgbaston
Birmingham B15 3BU
England
Contact: Roger Robbins
Type of Company: Processor/Packer/Importer/Distributor
Interest: Dogfish and whiting

154. Company: Sea Qual Fisheries, Ltd.
Address: 202 Central Markets
London, ECIA 9LJ
England
Telephone: (01) 2368609
Telex: 881858 KEEVIL
Contact: C.S. Angliss
Type of Company: Importer
Interest: Frozen seafood products

155. Company: Seven Seas, Ltd.
Address: The Grove, High Street
Swanley, Kent, BR8 8AJ
United Kingdom
Telephone: Swanley 60411/4
Telex: 896644
Contact: Eugene Y.H. So
Type of Company: Importer/Exporter
Interest: Squid

156. Company: Sherrards
Address: 1 Digbeth St.
Stow-on-the-Wold
Gloucestershire
GL54 1BN
Telephone: Stow (0451) 317/33
Contact: J.H. Webb
Type of Company: Food service
Interest: All varieties of seafood

157. Company: Shetland Fish Processors Assoc.
Address: Albert Bdgs.
Espanade, Lerwick
Shetland Iles ZE1 OLL
England
Telex: 75350
Contact: Sandy Clunes
Type of Company: Distributor
Interest: Clam chowder, mackerel, shrimp; also interested in retail ready products

158. Company: Sidwell & Co., Ltd.
Address: Rosemount Tauer
Strafford Road, Wallington
Surrey, England SM6 8RT
Telephone: (01) 6693211
Telex: 261014
Contact: E.J. Larcombe
Type of Company: Unknown
Interest: Canned herring in oil or tomato sauce, packed under private label if possible

159. Company: Simon's Fisheries
Address: Shrewville, Ltd.
Imperial House, Redlands
Consdon Surrey CR3 2HT
England
Telephone: (668) 0931
Telex: 946675
Contact: Charles Organ
Type of Company: Importer/Exporter
Interest: Hard clams, cleaned squid tubes

160. Company: Smithfield Limited
Address: London House
Wharncliffe Road
Grimsby, South Humberside
DN3 13QF
Telephone: (0472) 4126200
Telex: 527287
Contact: None listed
Type of Company: Importer
Interest: All varieties of seafood

161. Company: Somerset Salmon Smokers
Address: Shadow Factory
Halliatrow
Avon
Telephone: 53087
Contact: None listed
Type of Company: Importer/Wholesaler
Interest: All varieties of seafood

162. Company: Southern Maid Seafoods
Address: 57 Queen Street
Deal, CT14 6HD
England
Telephone: (03045) 67739
Contact: Patricia Dee
Type of Company: Distributor
Interest: Illex and Loligo squid, bluefin, scup, sea trout, whiting, other varieties of seafood in mixed containers

163. Company: Southern Ships Stores Ltd.
Address: Test Ro Eastern Ducks
Southhampton
England
Telephone: (070) 3229731
Telex: 47550
Contact: Virginia Fabricius
Type of Company: Unknown
Interest: Little necks, squid, flounder fillets, oysters

164. Company: Starfish Limited
Address: Reker House
17 Betts Avenue Martlesham
Ipswich, Suffolk IP5 7RG
England
Telephone: (0473) 626662
Telex: 988821
Contact: Richard J. Sheepshanks
Type of Company: Unknown
Interest: Mullet and sheepshead for mincing

165. Company: Sutcliffe Catering
Address: 197 Hatton Cross
Heathrow, Middlesex
England
Telephone: (01) 7504660
Contact: Ray Butler
Type of Company: Chief buyer for Heathrow
Interest: Whitefish, prawns, and shellfish

166. Company: Swan Foods International, Ltd.
Address: 1 Kings Road
Walton-on-Thames
Surrey KT12 2RA
Telephone: (09322) 47522/6
Telex: 8954231 SWAN
Contact: John McGougan
Type of Company: Importer/Processor/Packer
Interest: Rock shrimp, crab

167. Company: TW Seafoods, Ltd.
Address: Meadow Lane
Mottingham NG2 3GP
London
England
Telephone: (0602) 860486
Contact: George Taylor
Type of Company: Supplier
Interest: All varieties of seafood

168. Company: Talbot House
Address: Wingfield Road
Trowbridge, Wiltshire BA 149 ET
England
Telephone: (02214) 63391
Contact: Chris Freeman
Type of Company: Broker
Interest: Seafood speciality items

169. Company: Thobani Frozen Foods, Ltd.
Address: 10 Lansdowne Close
Wimbledon
London SW20 8AS
England
Telephone: (01) 9471431
Telex: 943763
Contact: Bahadur Thobani
Type of Company: Importer/Distributor
Interest: Carp, yellow perch, catfish, white perch in fillet form or headed and gutted

170. Company: Thomas Bennett (Fish Products), Ltd.
Address: Great George Street
Preston, Lancs.
England
Telephone: Perston (54375) 55059
Contact: None listed
Type of Company: Importer/Distributor
Interest: Shrimp, salmon, scup, bluefish, dogfish and species not currently marketed in the U.K.

171. Company: Tiffany's
Address: Wainwright Road
Bexhill-on-Sea
East Sussex TN39 3UR
England
Telephone: (0424) 216704
Contact: D.G. Alfille
Type of Company: Processor
Interest: Opellio crab, 5 lb. blocks

172. Company: Toveys Seafood, Ltd.
Address: 198 Stapleton Road
Bristol (BS5ONY)
England
Telephone: (0272) 510987
Contact: Roger Tovey
Type of Company: Distributor
Interest: All varieties of seafood

173. Company: Truffles, Ltd.
Address: 22 Aldensley Road
London W.6
England
Telephone: (01) 7412138
Contact: Annie Worrall
Type of Company: Unknown
Interest: Squid

174. Company: 24 Hours Frozen Seafoods
Address: Preston Cold Storage
Cromwell Road
Preston PR2 6YD England
Telephone: Preston (STD 0772) 701215
Contact: Mark Donoghue
Type of Company: Retailer
Interest: Dogfish backs, salmon

175. Company: UIN Sullivan, Ltd.
Address: 11 High Street
Abergaueuny, GWEWT
England
Telephone: (0973) 2331
Contact: John Sullivan
Type of Company: Retailer/Distributor
Interest: Rockfish, squid, crawfish, blue crab

176. Company: U.S.P.I. (U.K.), Ltd.
Address: 18 Avenue Road
Belmont Surrey SM2 6JD
Telephone: (01) 6438070
Telex: 946918
Contact: John C. McGarrick
Type of Company: Importer/Exporter
Interest: Salted-dried mullet, other dried fish products

177. Company: United Breweries Int., Ltd.
Address: 17-21 Sunbeam Road
Park Royal
London NW10 6JP
England
Telephone: (01) 9652400
Telex: 262888
Contact: K.H. Tong
Type of Company: Unknown
Interest: Littlenecks, squid

178. Company: Van Ommeren U.K. Limited
Address: 27 Leadenhall S.
London EC3A 1AW
England
Telephone: (01) 4883242
Telex: 895342 VANOM G
Contact: Courtney H. Packer
Type of Company: Trading Company
Interest: Squid, octopus, scallops, crabmeat, soft-shell crabs, minced cod and pollock blocks

179. Company: W.A. Gricks & Sons, Ltd.
Address: 316a High Street North
London, E12 6SA
England
Telephone: (01) 4722502, (01) 4721791, or (01) 9894659
Contact: Bill Gricks
Type of Company: Wholesaler
Interest: Frozen eels

180. Company: W & F Fish Products, Ltd.
Address: 56/66, Crogsland Road
Chalk Farm
London, N.W.1
England
Telephone: None listed
Contact: Mr. Fulberg
Type of Company: Smoker
Interest: Salmon

181. Company: Wavermas Company, Ltd.
Address: 306A Sandycombe Road
Kew, Richmond
Surrey, TW9 3NG
England
Telephone: (01) 9403504
Telex: 895 1859
Contact: Dennis C. Lam
Type of Company: Importer
Interest: Whole blue crabs, crabmeat

182. Company: Weis House Trout Farms, Ltd.
Address: Latimer Road
Chelsham Bucks
England
Telephone: (0494) 775954
Contact: S.R. Williams
Type of Company: Processor
Interest: Salmon

183. Company: Welney Smoked Produce
Address: Welney, Wisbech
Cambs PE 14 9TA
London
England
Telephone: (035) 471200
Contact: Dan Ogier
Type of Company: Smoker
Interest: Sturgeon, eel

184. Company: Westend Shellfish
Address: Glenborrodale, Acharalle
Argyll
England
Telephone: (097) 24235
Contact: A.C. Bowker
Type of Company: Retailer
Interest: Scallops

185. Company: Western Isles Seafoods, Ltd.
Address: 1 Esplanalle Road
Stornoway Isle of Lewis
Western Isles
Scotland
United Kingdom
Telephone: (0851) 5807
Contact: Neil J. MacPherson
Type of Company: Processor
Interest: Finfish, shellfish

186. Company: Whitby Seafood Limited
Address: Cross House
Higham
Derbys, DEC 6EH
England
Telephone: (0773) 832876
Contact: John G. Whittle
Type of Company: Importer
Interest: Clams, clam strips, scampi

187. Company: Wintersun Frozen Foods, Ltd.
Address: Northedown House
Chapel Road, Smallfield
Surrey RH6 9NW
England
Telephone: (034) 2842942
Contact: Hamish R. Muirhead
Type of Company: Importer/Exporter/Wholesaler/Distributor
Interest: Whiting fillets, 10-15 kg blocks; Illex squid frozen, whole in 10-15 kg blocks, cleaned tubes or rings; soft-shell blue crab

188. Company: World Exports
Address: 29 Holland Road
Hove, Sussex
BN3 1JE
England
Telephone: 777203
Contact: B. Mehta
Type of Company: Importer/Exporter
Interest: Sea urchins

189. Company: Worldwide Marketing Co.
Address: Adelphi Chambers
53 Lime Street
Liverpool L1 1J
England
Telephone: (051) 7091538
Telex: 888941
Contact: C.E.B. Ford
Type of Company: Importer/Exporter
Interest: Shrimp, headless, peeled and deveined

190. Company: Young's Seafood
Address: Ixworth Place
London SW3 3PU
England
Telephone: (01) 7309942/6
Telex: 263735
Contact: R.J. Ramuz
Type of Company: Distributor
Interest: King crab, stone crab, salmon, halibut, catfish, red snapper, squid

Source: U.S. Regional Fisheries Development Foundations

Trade Shows: SIAL '80
SIAL '84
IFE '83
SIAL '84
IFE '85

IFE - International Food and Drink Exhibit, London, England
SIAL - Salon International de L'Alimentation, Paris, France
ANUGA - Cologne, Germany

APPENDIX III

MAJOR SUPERMARKET CHAINS AND INSTITUTIONAL BUYERS

MAJOR SUPERMARKET CHAINS

1. Company: ASDA (Associated Dairies)
   Address: Britannia Road
   Morley, Leeds, Yorkshire
   Telephone: (0532) 539141
   Telex: 55315

2. Company: Finefare
   Address: Gate House
   Frephern Road
   Welwyn Garden City, Hertfordshire
   Telephone: (0707) 328140
   Telex: 24297

3. Company: Gateway Foods
   Address: P.O. Box 197
   Bishopswor, Bristol
   Telephone: (0272) 785555
   Telex: 43313

4. Company: Safeway
   Address: Beddow Way
   Aylesford, Maidstone, Kent
   Telephone: (0622) 72000
   Telex: 965037

5. Company: Sainsbury
   Address: Stamford Street
   London, S.E. 1
   Telephone: (01) 9216000
   Telex: 264241

6. Company: Tesco
   Address: P.O. Box 18
   Cheshunt, Hertfordshire
   Telephone: (0992) 32222
   Telex: 24138

7. Company: Waltrose
   Address: Duncastle Road
   Bracknell, Berkshire
   Telephone: (0344) 424680
   Telex: 847271

Source: BBH Corporation

MAJOR INSTITUTIONAL BUYERS

1. Centre Hotels (Cranston), Ltd.
   Centre House
   57 Russell Square
   London WC1
   Telephone: (637) 1661

2. Gardner Merchant Food Services, Ltd.
   Divisional HQ
   Pembroke House
   Wellesley Road
   Croydon
   Telephone: (686) 4821

3. Inner London Education Authority
   School Meals Food Planning
   County Hall
   Westminister SEI
   London
   Telephone: (633) 50000

4. Park Hotels, Ltd.
   9 Cumberland House
   Kensington Road
   London W8
   Telephone: (937) 1571

5. Trust House Forte, Ltd.
   Forte Catering, Ltd.
   River House, Mockbridge Road
   Mockbridge
   Wallington, Surrey
   Telephone: (669) 4313

Source: U.S. Regional Fisheries Development Foundations

APPENDIX IV

EUROPEAN ECONOMIC COMMUNITY
1986 GUIDE AND REFERENCE PRICES FOR 1986

1986 GUIDE PRICES

SPECIES	ECU/TON	USD/TON
Fresh Category		
Herring	326	290
Sardines		
(a) Atlantic	537	478
(b) Mediterranean	459	408
Dogfish (*Squalus acanthias*)	861	766
Dogfish (*Scyliorhinus* spp)	814	724
Ocean Perch (*Sebastes* spp)	854	760
Cod	1183	1053
Pollock (Saithe)	643	572
Haddock	868	772
Whiting	791	704
Ling	902	803
Mackerel	283	252
Anchovies	578	514
Flounder 1/1 - 4/30/86	766	682
5/1 - 12/31/86	1045	930
Hake	2528	2249
Shrimp (*Crangon crangon*) (boiled)	1530	1361
Frozen Category		
Sardines	389	346
Sea-bream (*Dentex dentex* and *Pagellus* spp)	1249	1111
Squid (*Loligo vulgaris*)	2498	2223
Squid (*Todarodes sagittatus*)	1151	1024
Squid (*Illex illecebrosus*)	1209	1076
Cuttlefish (*Sepia officinalis*, *Rossia macrosoma*, *Sepiola rondeletti*)	1594	1418
Octopus	1223	1088

NOTE: ECU Conversion Rate = 0.889786 (as of 1/13/86)

REFERENCE PRICES

+Fresh and Chilled Fish (Annex I)	ECU/TON	USD/TON
Herring	236	210
Sardines		
(a) Atlantic	388	345
(b) Mediterranean	332	295
Dogfish (*Squalus acanthias*)	489	435
Dogfish (*Scyliorhinus* spp)	488	434
Ocean Perch (*Sebastes* spp)	692	616
Cod	852	547
Pollock (Saithe)	463	320
Haddock	625	556
Whiting	506	450
Ling	613	545
Mackerel	204	182
Anchovies	418	372
Flounder 1/1 - 4/30/86	572	509
5/1 - 12/31/86	781	695
Hake	2275	2024
+Boiled in Water		
Shrimp (*Crangon crangon*)	895	796
Frozen Products (Annex II)		
Sardines	331	295
Sea-bream (*Dentex dentex* and *Pagellus* spp)	1062	945
Squid (*L. vulgaris*)	2548	2267
Squid (*L. pealei*)	1486	1322
Squid (Other species)	1380	1228
Squid (*Todarodes sagittatus*)	1174	1045
Squid (*I. illecebrosus*, other species)	1234	1098
Cuttlefish (*Sepia officinalis*, *Rossia macrosoma*, *Sepiola rondeletti*)	1355	1206
Octopus	1040	925

+Fresh, Chilled or Frozen Tuna (ANNEX III)		ECU/TON	USD/TON
Yellowfin Tuna (Thunnus albacares)			
Weighing more than 10 kg each		906	806
Weighing not more than 10 kg each		825	734
Albacore Tuna (Thunnus alalunga)			
Weighing more than 10 kg each		1033	919
Weighing not more than 10 kg each		1314	1169
Other species		580	516
Frozen Products (Annex IV)			
Ocean Perch (Sebastes spp)			
Whole:	With or without head	745	663
	Other	1112	989
Fillets:	With bones (standard)	1484	1320
	Boneless	1745	1553
	Blocks in immediate packing weighing not more than 4 kg	1940	1726
Minced blocks		922	820
Cod			
Whole:	With or without head	874	778
	Other	1319	1174
Fillets:	*Industrial blocks, with bone (standard)	1922	1710
	Industrial blocks, boneless	2197	1955
	*Individual fillets, with skin	2042	1817
	Individual fillets, skinless	2378	2116
	Blocks in immediate packing weighing not more than 4 kg	2463	2192
Minced blocks		1002	892
Pollock (Saithe)			
Whole:	With or without head	571	508
	Other	844	751
Fillets:	Industrial blocks, with bone (standard)	1176	1046
	Industrial blocks, boneless	1282	1141
	Individual fillets, with skin	1201	1069
	Individual fillets, skinless	1330	1183
	Blocks in immediate packing weighing not more than 4 kg	1427	1270
Minced blocks		654	582

Frozen Products (Annex IV) (continued)		ECU/TON	USD/TON
Haddock			
Whole:	With or without head	727	647
	Other	1004	893
Fillets:	Industrial blocks, with bone (standard)	1738	1546
	Industrial blocks, boneless	2194	1952
	Individual fillets, with skin	1989	1770
	Individual fillets, skinless	2259	2010
	Blocks in immediate packing weighing not more than 4 kg	2340	2082
Minced blocks		800	712
Mackerel			
Whole:	With head	326	290
	Headless	362	322
	Sides	482	429
Fillets		608	541
Hake			
Whole:	With or without head	674	600
	Other	1028	915
Fillets:	Industrial blocks, with bone (standard)	1030	916
	Industrial blocks, boneless	1212	1078
	Individual fillets, with skin	1069	951
	Individual fillets, skinless	1269	1129
	Blocks in immediate packing weighing not more than 4 kg	1340	1192
Minced blocks		787	700

NOTE: ECU Conversion Rate = 0.889786 (as of 1/13/86)

+ The reference prices given for fresh and chilled products are the highest applicable to the species to which they refer. Lower reference prices for different presentations, sizes, and freshness grades apply.

* "Industrial blocks" are laminated blocks.
"Individual fillets" include interleaved blocks.

Note: If any of the products listed above enter the Community at less than the appropriate reference prices, the EEC Commission may take action under Regulation 3796/81 to regulate imports of the products concerned.

APPENDIX V

EUROPEAN ECONOMIC COMMUNITY TARIFF SCHEDULE FOR SELECTED SEAFOOD IMPORTS FROM THE U.S.

(Effective from 12/9/85)

TRADE DESCRIPTION	DUTY RATE (%)
Freshwater Eels	
Fresh, chilled, or frozen	3.5
Smoked	14.0
Salmon	
Fresh, chilled, or frozen	2.0
Salted or in brine	
Whole, headless, or in pieces	11.0
Fillets	15.0
Smoked	13.0
Herring	
Fresh or chilled:	
Whole, headless, or in pieces:	
February 15 - June 15	Free
June 16 - February 14	15.0 (a, b)
Frozen:	
Whole, headless, or in pieces:	
February 15 - June 15	Free
June 16 - February 14	15.0 (a, b)
Fillets	15.0
Tuna (yellowfin, albacore, other)	
For industrial manufacture	22.0 (a, c)
Other uses:	
Fresh, chilled, or frozen	22.0 (a, c)
Frozen fillets	18.0
Shark (all species)	
Fresh or chilled:	
Whole or in pieces	8.0 (d)
Frozen:	
Whole or in pieces	8.0 (d)
Fillets	15.0
Halibut	
Fresh, chilled, or frozen	8.0
Dried, salted, or in brine	15.0
Smoked:	
Greenland halibut	15.0
Atlantic halibut	16.0
Cod	
Fresh or chilled:	
Whole, headless, or in pieces	12.0
Fillets:	18.0
Frozen:	
Whole, headless, or in pieces	12.0
Fillets	15.0 (e)

TRADE DESCRIPTION	DUTY RATE (%)
Cod (cont.)	
Dried, salted, or in brine	
Whole, headless, or in pieces	13.0 (f)
Fillets	20.0
Alaska pollock	
Fresh, chilled, or frozen	15.0
Mackerel	
Fresh or chilled:	
Whole, headless, or in pieces:	
February 15 - June 15	Free
June 16 - February 14	20.0
Frozen:	
Whole, headless, or in pieces:	
February 15 - June 15	Free
June 16 - February 14	20.0
Fillets	15.0
Hake	
Fresh or chilled	15.0 (g)
Frozen (including fillets)	15.0 (g)
Livers and Roes	
Fresh, chilled, or frozen	10.0
Lobster	
Live	8.0
Other:	
Whole	8.0
Other:	
Frozen	16.0
Other	20.0
Crab	
Of species *Paralithodes camchaticas*, *Chionoecetes* spp., *Callinectes sapidus*	8.0
Other	15.0
Shrimp and Prawns	
Of the Pandalidae family	12.0
Of the genus *Crangon*	18.0
Other	18.0
Oysters	18.0
Mussels	10.0
Squid	
Loligo spp.	6.0
Illex spp.	8.0
Todarodes sagittatus	6.0
Octopus	8.0

a) Subject to compliance with the reference price. A countervailing tax is provided for in the case of non-compliance.

b) Duty exemption within the limits of an annual tariff quota of 34,000 tons to be granted by the competent authorities and subject to compliance with the reference price.

c) Duty exemption in respect of tunny intended for the canning industry, within the limits of an annual tariff quota of 30,000 tons to be granted by the competent authorities and subject to compliance with the reference price. Qualification for this quota is governed by conditions to be determined by the competent authorities.

d) Duty rate reduced to 6% in respect of piked dogfish (Squalus acanthias) within the limits of an annual tariff quota of 5,000 tons to be granted by the competent authorities.

e) Duty rate reduced to 8% for cod of the species Gadus morhua within the limits of an annual tariff quota of 10,000 tons to be granted by the competent authorities.

f) Duty exemption within the limits of an annual tariff quota of 25,000 tons to be granted by the competent authorities.

g) Duty rate reduced to 8% for silver hake (Merluccius bilinearis) within the limits of an annual tariff quota of 2,000 tons to be granted by the competent authorities.

Source: Official Journal of the European Communities
European Communities Commission, Luxembourg

APPENDIX VI

LIST OF AVAILABLE MARKET STUDIES

Available Market Studies

Several recent studies on the market for fishery products in the United Kingdom are available. These studies could be helpful in identifying export opportunities and developing marketing strategies.

1) Title: Product Group Report No. 44: Fish (1985)
   From: Market Assessment Publications
   2 Duncan Terrace
   London I 8B2
   United Kingdom
   Cost: 150 Pounds Sterling (approximately $194)
   Subject: This is a report on the market for finfish products including a discussion of marketing trends.

2) Title: Wild and Farmed Fish and Shellfish Markets in Europe (1985)
   From: Frost and Sullivan Inc.
   Department R-1
   106 Fulton Street
   New York, NY 10038
   Cost: $1,675
   Subject: This report analyzes market trends and opportunities for fish and shellfish in Europe.

3) Title: Fish Marketing in the U.K. (1985)
   From: Professor Ian Goulding
   Shellfield City Polytechnic
   Sheffield, U.K.
   Cost: $2.00
   Subject: This report analyzes market trends, improved marketing methods and processing technology.

In addition to these reports, the U.S. and Foreign Commercial Service offers three services which can assist an exporter in identifying and assessing markets. These services are:

1) Export Statistics Profiles (ESP) which feature market analysis and detailed statistical tables which examine the fishing industry's export sales and performance over the past five years. The cost is $70.00 per ESP.

2) ESP Overview which contains three segments of the ESP: the "Export Market Brief", an "Export Market Potential Rating Chart", and a "Product Guide and Concordance". This overview provides information indicating country's potentials of buying U.S. seafood products. The cost is $10.00 per overview.

3) International Marketing Information (IMI) which provides specialized market data for a given country. The cost is $15.00 per IMI.

To obtain order forms or more information regarding these services, contact the following office:

U.S. Department of Commerce
Office of Information Product
Development and Distribution
P.O. Box 14207
Washington, D.C. 20044

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